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THE NATIONAL NEWSPAPER OF MARKETING

Schick Leaving B&B Following Its ASR Acquisition

NEW YORK, Jan. 19—Neither the client nor the agency will admit it, but the Schick Inc. account is going to leave Benton & Bowles, where it has been domiciled since 1957.

Earlier this week, B&B got the ASR Products account from Kenyon & Eckhardt. It includes Gem razors and blades and Pal injector blades. It bills somewhere between $1,300,000 (according to K&E) and $2,000,000 (according to ASR). K&E said there was a mutual agreement to terminate because of "basic disagreement over creative policy."

The Schick shaver account is thought to bill about $3,000,000 at B&B.

ASR has been a division of Philip Morris Inc. since last April, and B&B already has PM's Parliament cigarets. Presumably the increased leverage B&B can now wield for Philip Morris' products was a consideration in the transfer.

■ Schick, on the other hand, has been under the stock control of Revlon Inc. for about two years, and there is a question whether it will land at a current Revlon agency or a shop new to the cosmetics company's operations.

Officially both Schick and the agency are being circumspect over the account conflict. Benton & Bowles says it is "continuing on the account" and "reappraising" the situation with Schick. The electric shaver maker said it was "surprised" at the ASR acquisition, a comment which raised B&B eyebrows. #

Landers, Frary Ads for New Line Stress 25-Year Guarantee

NEW BRITAIN, CONN., Jan. 17—Landers, Frary & Clark is set to launch its new, deluxe line of Universal electric housewares, guaranteed for 25 years, within the next 60 days.

The advertising campaign, "still in the formative stage" at Grant Advertising, New York, is to use primarily newspaper ads, but consumer magazines and trade journals will also be on the schedule, a company executive said.

Theme of the nationwide drive will be "consistent with the higher quality of the new line," which, the company said, will have "unusual deluxe features" but "will not be priced double." The guarantee period on the regular line has been extended to seven years.

The new line will consist basically of the same appliances—coffeemakers, toasters, irons, can openers, etc.—as the regular line, but it will incorporate many new concepts, the company said.

■ The brand name—Universal—will receive more emphasis.

Harry T. Silverman, president and board chairman, described the company's guarantee extension and product improvement as an "unprecedented step in the appliance industry and a bold bid for consumer confidence."

"In producing a line of products to merit a 25-year guarantee, we are committed to the manufacture of the best," he said.

According to him, in addition to a new merchandising and sales approach, Landers has begun a "vast new program of progressive expansion and diversification," including precision electronic equipment. #

1022 DRAWINGS! 1022 CHANCES TO WIN!
L&M $169,000. SWEEPSTAKES
$40,000. FIRST PRIZE INCLUDES
10000 CASH

L&M SWEEPSTAKE—*Liggett & Myers Tobacco Co. will run this back-page four-color ad for its $169,000 sweepstakes.*

L&M Sweepstakes to Get Big Ad Push

NEW YORK, Jan. 17—A tv teaser commercial on the pro bowl game last Sunday gave a sly kickoff to Liggett & Myers Tobacco Co.'s newest promotion, the L&M $169,000 sweepstakes, announced officially here today.

The sweepstakes, with a first prize worth $40,000, will be backed by massive advertising and merchandising, using radio, tv, magazines and newspapers.

Entrants will fill in the missing word in the company's slogan, "L&M has found the secret that - - - - -the flavor," and mail in as many as he likes.

The lucky person who unlocks the secret will likewise unlock $15,000 in cash, plus a $20,000 Westinghouse "total electric" vacation home, and a 1961 Thunderbird. Second prize is $10,000 in cash. There are 20 third prizes, each a 1961 Falcon Tudor six-passenger sedan, and 1,000 fourth prizes—1,000 Argus Match-matic M3 turret movie cameras, valued at $79.95 each.

In addition, L&M is running a

(Continued on Page 99)

Unofficial Agenda . . .

Talk of 'Discounts' Keeps NAEA Buzzing

Discount Talk Not Part of Program, but Fills Corridors, Suites

CHICAGO, Jan. 19—The big—and unofficial—subject on the agenda of those attending the three-day session of the Newspaper Advertising Executives Assn. here was discounts.

In private meetings before the official opening of the session, and in continuing caucus in meeting rooms and suites, the subject of discounts and their future, of incentives and rate-cutting, was aired repeatedly. "If I had a penny for every time the word 'discount' has been uttered in this room in the last five days I'd be rich and retired," one representative said wryly.

Out of the clutter of meetings, and out of the secrecy prompted by concern that the exchanges of opinion might be construed as collusion, here are some of the salient points of discussion:

For other news and pictures on the NAEA meeting and on newspaper rates and discounts, see Pages 3, 62, 70 and 102.

• The rate committee of the American Assn. of Newspaper Representatives is expected to make available next week a blueprint for a "model" discount plan, which represents a compromise between the C-I-D version and bulk and limited frequency discounts.

• The Continuity-Impact-Discount plan, pioneered by the *Louisville Courier-Journal*, attracted some 200 visitors to a suite, where they saw a slide presentation and received a kit which supplied most of the answers to questions commonly asked about the plan. At latest count there are 65 newspapers with C-I-D plans, and some informed estimates are

(Continued on Page 102)

Newspaper Admen Accord Standing Ovation to Shell

State Newspaper Rates More Clearly, Y&R's Harding Advises NAEA

CHICAGO, Jan. 17—Nearly all of the enthusiasm which was generated at the 86th meeting of Newspaper Advertising Executives Assn. could be traced to one important additive—Shell.

The two most popular men at the convention were Cyril F. Martineau, advertising director of Shell Oil Co., and Jock Elliott, senior vp and business manager of Ogilvy, Benson & Mather, Shell's agency. Both men were given a standing ovation at the luncheon today and both were accorded an enthusiastic reception at a Shell "rally" conducted later in the day.

The reason for the popularity of

(Continued on Page 107)

IT&T Dials Again, Gets Through to NL&B After Losing DDB Connection

Account Was Billing $300,000 When DDB Left in 'Account Conflict'

NEW YORK, Jan. 20—International Telephone & Telegraph Corp., which has been screening agencies since October, today appointed Needham, Louis & Brorby. The agency's New York office will handle the account.

In mid-October, Doyle Dane Bernbach resigned the account, effective Dec. 1, "because of conflict with other agency accounts." The agency "for several reasons" has never revealed what these conflicts were.

■ At that time, the account was reported as billing $300,000, but in announcing its new agency, IT&T said a billings estimate "would only be possible after studying the advertising program presented by the agency." International Telephone & Telegraph screened about two dozen agencies before narrowing the field down to Needham, Louis and one other agency.

It was the third agency change for IT&T in the past 16 months. Doyle Dane got the account in September, 1959, from J. M. Mathes Inc., where it had been for many years (AA, Sept. 9). The switch at that time was attributed to a conflict with Underwood Corp., although Mathes had received clearance from IT&T to solicit Underwood.

■ In the past few months, Needham has been setting a successful new-business record. Recently acquired are Standard of New Jersey's institutional account; the Rent-All division of Hertz Corp.; the entire Renault account (which was formerly split between Kudner Agency and Needham) as well as two Renault West Coast dealerships. Early this month, however, NL&B lost an estimated $4,000,000 worth of Lever Bros. business (AA, Jan. 9).

■ This week Needham, Louis also released its annual report, citing an 18% increase last year to a billings level of $45,576,626 *(see story on Page 48)*. #

Last Minute News Flashes

Cahners Negotiating with Rogers Publishing

BOSTON, Jan. 20—Cahners Publishing Co. is conducting talks with Rogers Publishing Co., Englewood, Colo., and may be about to announce the purchase of Rogers, ADVERTISING AGE learned today. Norman L. Cahners, chairman of the company, told AA that discussions had been held, but would not confirm that the actual purchase agreement had been completed.

Bon Ami Switches to Hoyt Associates

NEW YORK, Jan. 20—Bon Ami Co. has switched its account from Cole Fischer Rogow to Hoyt Associates, an agency founded and headed by G. E. Hoyt, former partner and Liggett & Myers account man at Cunningham & Walsh. Associated with Mr. Hoyt is Victor Seydel, formerly vp and radio-tv director at Anderson & Cairns. Bon Ami said its account bills more than $1,000,000.

Schick Reportedly Weighs W&L, Grey

NEW YORK, Jan. 20—Among the agencies under consideration for the Schick account at this time *(see story above)* are Warwick & Legler and possibly Grey Advertising Agency. Both are Revlon agencies, and both have had electric shaver experience. W&L handled the Schick account itself, before it went to B&B. In fact, W&L sued the old Schick management in 1957 over ownership of a cotton test idea, and collected $25,000. Grey worked for Ronson shavers and appliances from 1958 until March, 1960. Adding to the quirks of fate is the fact that Kenyon & Eckhardt had the Schick account before it went to Warwick and, like B&B, followed Schick with ASR.

(Additional News Flashes on Page 99)

Ovesey & Straus Disbands; Straus Joins Zlowe Co.

Ovesey Opens Shop with Some Ex-O&S Accounts Chiefly in Soft Goods

NEW YORK, Jan. 20—Ovesey & Straus is disbanding, and partner Regina Ovesey is setting up her own agency; David Straus III will join Zlowe Co. Feb. 1 as vp, client services.

Both are taking their respective clients with them. Mr. Straus' include the Metro glass division of National Dairy Products; Breinig Bros., paint manufacturer; Kilgore Inc., toys; Rubber Corp., synthetic rubber products; and Volco Brass & Copper Co.

Mrs. Ovesey declined to list her accounts. They are primarily in the soft goods fields.

■ Agency employes are expected to follow one or the other of the partners. Mr. Straus will head an expanded industrial division at Zlowe.

Originally known as Ovesey, Berlow & Straus, the agency was founded in 1952. It is now estimated to be billing around $750,000. #

Renault Fights Sales Sag with Newspaper Drive

NEW YORK, Jan. 20—Its sales off 25% in 1960, Renault Inc. today announced a multi-pronged offensive designed to improve its position in the imported car market.

The program includes the following:

- The biggest newspaper campaign ever conducted by Renault in the U.S. market.
- Introduction of a new model, the Renault Gordini.
- Price cuts of $200 in the two older Renault models—the Dauphine and the 4CV.
- Extension of the service warranty on all Renault cars to 12 months or 12,000 miles, whichever comes first.

These steps were announced by Maurice Bosquet, president and general manager of Renault.

▪ The newspaper campaign, featuring the price cuts, gets under way today with 1,750-line insertions scheduled for papers in the top 25 markets and 1,400-line insertions set for papers in the next 54 markets. It will be continued next week with 1,200 and 1,000-line insertions in these 79 markets. A total of 116 papers will be used.

The newspaper campaign will run for two weeks. It will inform consumers that the East Coast port-of-entry price of the Dauphine has been slashed from $1,585 to $1,385. The small Renault 4CV will now carry a port-of-entry price of $1,095, compared with $1,292 previously.

The Gordini is a more powerful car than the Dauphine and will be priced at $1,650. It has a 40-hp engine, four-speed gearbox, seats with adjustable backs and luxury interiors.

▪ Mr. Bosquet pointed out that the Renault line will now include "three four-door sedans selling in the economy car price range."

The Gordinis are already being shipped from France. National advertising is expected to begin in the spring.

The service warranty, which is being extended from six to 12 months, has been made retroactive to July 21, 1960, on all Renault cars and trucks. It follows a similar move by U.S. manufacturers.

Renault announced last week that it had expanded its magazine schedule to cover 30 books in 1961 (AA, Jan. 16). With the extra newspaper campaign and the impending Gordini introduction, Renault seems likely to spend more than $3,000,000 this year on advertising. The company has consistently been the largest advertiser in the imported car field.

In the first 11 months of 1960, Renault unit sales slid from 82,900 to 60,300.

Needham, Louis & Brorby is the agency. #

King Named Club Head

Lee King, creative director and senior vp of Edward H. Weiss & Co., has been elected president of the Art Directors Club of Chicago. Other officers are Chuck Ax, N. W. Ayer & Son, 1st vp; Gene Kolkey, Leo Burnett Co., 2nd vp; Norm Ulrich, Norm Ulrich Advertising Art Studios, treasurer; and Charlotte Olsen, Chicago Printed String, secretary.

McKinney Names Campbell

Robert M. Campbell, formerly with Fuller & Smith & Ross, has been named copy director of Harris D. McKinney Inc., Philadelphia agency.

Sillman Robinson Getz Buzby Murphy

TALKING THINGS OVER—*Chas. Sillman, Electronic Design; Hugh Robinson, of Purchasing; Bill Getz and Dick Murphy, Pit & Quarry; and Carroll Buzby, Chilton Co., photographed in conversation following the Eastern tf Club meeting at which Mr. Buzby spoke. Mr. Robinson is club president.*

Fight Horizontals, Not Other Business Papers, Buzby Urges

NEW YORK, Jan. 17—If business publications did "a little less fighting against each other and knocking the hell out of one another," they might be farther ahead in the struggle for the advertisers' dollars.

This was a publisher's advice to publishers at the Eastern tf Club here yesterday, when G. Carroll Buzby, president of Chilton Co., made some free wheeling comments in a talk, "What Is the Future of Industrial Space Salesmen?"

Mr. Buzby said "knocking the hell out of each other" included the perennial "fighting over free and paid and all that."

"I wish to stress the need in our field of trade and industrial publishing for better selling," he said. "One thing we're very inclined to overlook is: Where is our competition?"

▪ Business publications, he said, are all selling on the same side of the street, "but our real threat comes from the horizontal publications—*Fortune, U. S. News & World Report, Time, Life, Scientific American*—which are taking the dollar out of the pocket of the industrial publisher."

He added, "Every time some advertiser takes his dollars out of industrial books and puts them into television, we all lose."

Another point to be emphasized, he said, is that industrial publications should "sell to middle as well as top management."

In this connection, he cited his experience on an Assn. of National Advertisers committee, where in meetings with top admen he found that "the same thing came up every year." The admen reported that "the only part of the ad budget they have to fight for is the trade and business part." But almost automatically, managements okay radio and television investments and ads in the mass magazines.

▪ Mr. Buzby added that Chilton recently "made a break into the West Coast," where he was told that his company would find it had a long haul against McGraw-Hill, which had all the prestige.

"My answer was: 'Why the hell compete? I would rather have McGraw-Hill have all the prestige than *The Saturday Evening Post*. Or *Time, Life, Fortune*. McGraw-Hill is selling on the same side of the fence'."

Answering a question from the floor—"What are publishers doing as a group to build the prestige of the industry?"—Mr. Buzby said: "They are not doing very much. NBP and ABP have little budgets. But they are running general ads. And I am glad to see they are leaving out the 'It's no good unless it's paid' stuff.

▪ "Our own company is spending from $100,000 to $150,000 a year on interview-type ads, in which we talk about why advertisers should use trade and industrial magazines.

"McGraw-Hill, too, has run a great many ads. One of them—'I don't know who you are. I don't know your company'—is one of the best ads they have ever run. We would be happy to sign our names to their ads and run them ourselves. I am sure Conover would, too." #

Latex Pays More, Gets Better Time; Barter Deal Ends

NEW YORK, Jan. 19—International Latex Corp. has been placing spot tv orders at regular station rates in many of the more than 100 markets where barter schedules for Playtex have been running out.

In 1956, International Latex made a barter arrangement with C&C Films, in which Latex set up schedules of about 10 spots per day on more than 100 stations. Basically five-year contracts, they began expiring a few months ago.

Meanwhile, C&C has sold domestic rights to its RKO movie film library to United Artists Associated. These RKO films were the ones used in the barter deals for International Latex. C&C had exchanged the films for air time on the stations, and this time, in turn, was sold to Latex. C&C is not placing any new schedules for bartered time; it is merely servicing current schedules until their expiration.

Playtex will continue to replace the barter schedules with regular cash buys as contracts expire, David Ketner, vp in charge of advertising of International Latex, told ADVERTISING AGE. By buying at the regular rate, the company has been able to get better time periods—although fewer spots—for its money, he said.

▪ The agreements with C&C also had included time on a few radio stations. Radio time was obtained where films were traded to owners of both tv and radio outlets.

Playtex has been placing its new regular schedules through Reach, McClinton & Co., Ted Bates & Co. and Lynn Baker Inc. #

Freezer PR Drive Planned

A $350,000 industrywide national pr program will be administered by the new Family Freezer Foundation for the National Institute of Locker & Freezer Provisioners. Lawrence Jeppson Associates, Washington pr company, and Forbes Marketing Research will assist in the execution of the plan that is expected to boost freezer sales from the 1,000,000 figure of 1960 to nearly 2,000,000 units by the end of 1964.

S. F. Radio Unit Opens Offices

San Francisco Radio Broadcasters Assn. has opened an office at 420 Taylor St. and has appointed Harriet Feinberg executive secretary.

Tax Probes Set on Co-op Ads, Magazine Subs

WASHINGTON, Jan. 18—Two tax regulations important to publishing and advertising will be opened for public discussion in mid-February, the Internal Revenue Service announced today.

One of the regulations, dealing with excise tax adjustments for newspaper and radio-tv cooperative advertising, will be up for comment on Feb. 17. The other, involving the tax treatment of prepaid incomes for newspaper or periodical subscriptions, will be discussed Feb. 16.

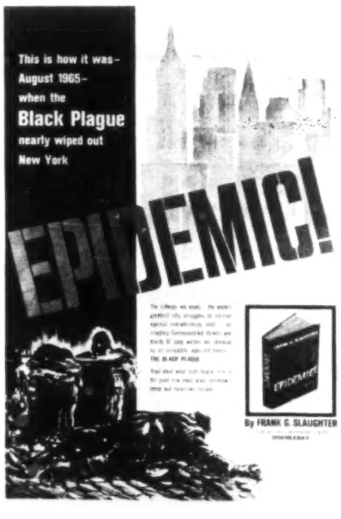
Under the law, passed by Congress last May, and which went into effect Jan. 1, funds collected from distributors, and used for co-op advertising, will not be regarded as part of "price" in determining the manufacturers' liabilities for federal excise taxes. The amount which can be collected is limited to 5% of the actual price of the item, and the money must be spent within four years after the calendar year ends (AA, Jan. 2).

▪ Publishing groups such as the American Newspaper Publishers Assn. and the National Editorial Assn. are expected to argue for a tighter definition of "newspaper" to prevent shopping newspapers from qualifying as acceptable local media.

A proposal circulated by IRS last month says the term newspaper "does not include handbills, circulars, flyers or the like, unless printed or distributed as part of a publication which constitutes a newspaper," but doesn't specifically rule out giveaway neighborhood newspapers and shopping newspapers.

▪ The treatment of pre-paid subscription income, which has been a matter of controversy for more than a decade, was also covered in legislation last year. The new rule tentatively outlined by Internal Revenue Dec. 14, 1960, lets publishers spread pre-paid income over the years when the subscriptions are serviced. Publishers are asking that they also be allowed to spread the payments which are made to agencies and solicitors who sell the multi-year subscriptions.

Persons who plan to participate should notify the Commissioner of Internal Revenue. The deadline for the co-op hearing is Feb. 14 and for the subscription hearing Feb. 13. #



GRIPPER—*Doubleday & Co., in an unusual promotion for a book, is using subway posters in New York from Jan. 15 to Feb. 15 for Frank Slaughter's new book, "Epidemic." The story is set in New York.*

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Canadian Club uses soft sell in its new magazine advertising campaign .... **Page 44**

Ross D. Siragusa, chairman and president of Admiral Corp., says imports from "cheap labor countries" are hurting the U. S. economy .... **Page 46**

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Crest's competitors urge the American Dental Assn. to tell consumers that Crest is "recognized," and not "approved" or "endorsed," by the ADA .... **Page 54**

Sales promotion executives are making increased use of outside specialists in their work, according to Advertising Requirements .... **Page 56**

Volume and frequency discounts come under discussion at the annual meeting of Cresmer & Woodward newspapers .... **Page 70**

Bayer aspirin can be sold only in pharmacies, a New York appellate court rules .... **Page 70**

Benton & Bowles changes the name of its British subsidiary to Benton & Bowles Ltd., dropping the Lambe & Robinson prefix .... **Page 74**

Sen. William Proxmire (D., Wis.), does an about-face and lauds the tv industry for the "substantial number" of outstanding public service programs .... **Page 74**

Europe is ripe for U. S. marketers, says Charles E. Claggett, president and board chairman of Gardner Advertising .... **Page 76**

Swimming pool builders spent an estimated $10,000,000 in advertising during 1960, a slight dip from 1959 .... **Page 107**

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Otto Reorganizes in N. Y., Mexico

Moves Follow Sale of Canada Unit; Robert Otto Resumes Shop's Direction

NEW YORK, Jan. 20—Robert Otto & Co., veteran international advertising agency, is going through a sweeping reorganization.

In Canada, Otto's subsidiary has been sold to Baker Advertising *(see story on Page 38)*.

In Mexico, Otto's 10-year-old office has been revamped, with a new manager at the helm.

In the New York headquarters office, Frank McCullough, who came in last year as general manager, has resigned, and Bob Otto has reassumed active direction of the agency.

The decision to sell out in Canada resulted from the departure of Wib Perry as manager. Mr. Perry, who came out of the broadcast business, bought an interest in a radio station and resigned from the agency.

Mr. Otto went to Toronto to seek a replacement and ended up by making a deal with Baker. The determining factor was the need to insure adequate service in Canada for Otto's soupbone account, Miles Laboratories.

Robert Otto & Co. (Canada) will continue to function under this name, as a subsidiary of Baker, although personnel will be absorbed by Baker.

■ After arranging matters in Canada, Mr. Otto flew down to Mexico City and reorganized operations there.

Ignacio Carral, stormy petrel of

(Continued on Page 108)

Squirt Account Switches to D&C From Honig-Cooper

SHERMAN OAKS, CAL., Jan. 18—Squirt Co. has named Donahue & Coe, Los Angeles, as its agency, replacing Honig-Cooper & Harrington, effective Feb. 1.

According to Hugh McKellar, Squirt director of advertising and sales promotion, the soft drink company's national advertising budget is in excess of $1,000,000, of which about $750,000 is commissionable.

The agency also will serve the more than 350 Squirt franchise bottlers. Latin-American advertising will continue to be handled by Dillon-Cousins & Associates, Mexico City.

When the account moves to Donahue & Coe Feb. 1, Donald E. Gehring, who has been account supervisor at Honig-Cooper, will join D&C as vp in charge of client services. Prior to joining Honig-Cooper two and one-half years ago, Mr. Gehring was manager of the Los Angeles office of Harrington Richards division of Fletcher D. Richards Inc., which had the Squirt account at that time. #

Gilberton, General Mills Launch Tie-in Promotion

Gilberton Co., New York, publisher of "Classics Illustrated," and General Mills, Minneapolis, have launched a tie-in promotion in three basic areas, whereby more than 1,000,000 children will receive a sample of "Classics Illustrated" or "Classics Illustrated Junior." Initial promotion medium is 50,000,000 General Mills breakfast cereal packages which will carry the message. In January, half-page color ads will appear in 90 Sunday newspaper comic supplements throughout the country. Television advertising will also be used.

TOY BOY—*Eldon Industries, Hawthorne, Cal., toy maker, is using humor in its first tv commercials. Featured in the minute spots are a boy inventor named Eldon and his witch-like mother. In this spot Eldon "invents" a Jumping Jack toy with propellers that rotate when set at different heights. The spot is being shown on Los Angeles stations from Jan. 15 to Feb. 19. MPO Productions, New York, filmed the commercial. Guild, Bascom & Bonfigli, San Francisco, is the agency.*

'One for the Conference' Would Sell Coffee: Weir

BOCA RATON, Jan. 18—The House of Seagram has done a great job of selling coffee as the "one for the road." Therefore, why shouldn't the coffee industry itself sell coffee as "one for the conference" or "one for the study period"?

Walter Weir, chairman of the executive committee of Donahue & Coe, New York, made these suggestions at the 50th anniversary meeting of the National Coffee Assn. here today.

"Isn't it time we got over the silly notion that coffee is only for adults? When teen agers drink Coke, which they consume by the million gallons, they drink caffeine," Mr. Weir added.

"Why not encourage them to drink coffee as one of the most sociable and satisfying of beverages?" he asked.

Mr. Weir also suggested the use of the theme of enjoyment in coffee advertising and expressed his wonderment why "all coffee advertising—association as well as brand—doesn't beat the same drum of enjoyment."

■ He pointed out that coffee, "benefiting consumers and adding to their zest for living," should be presented to them as such, without "tricking or hypnotizing or haranguing" of them into coffee's use. The latter techniques are not necessary, he said, when coffee copy thinking—like all good copy thinking—starts with the consumers' problems and habits.

Warning that communication alone, no matter how skilful, cannot maintain the consumption of a product if the user is not eager to use it again, Mr. Weir urged the coffee men to take steps to see that coffee "is always an experience, an exciting experience, in sensory enjoyment."

He suggested that this can be done through "blending for the palate rather than for the pocketbook," and by finding some foolproof, quick and easy method of brewing.

■ The adman also told the coffee marketers that the problem in arriving at compelling advertising is not finding a great theme but rather finding a great writer. "Unless you locate the latter, you don't wind up with the former," he said. #

North Carolina Invites 73 Agencies to Bid on Account

RALEIGH, N.C., Jan. 19—North Carolina, which will spend $383,000 for advertising in the current fiscal year; today invited 73 agencies—in and out of the state—to compete for the account.

The state sent letters to 54 agencies with offices in the state and 19 out-of-state agencies asking them to fill out questionnaires if interested in the business, starting July 1 and continuing for two years.

The questionnaires were to be returned by Jan. 31, Hargrove Bowles Jr., director of conservation and development, told the agencies.

Mr. Bowles said that qualifying agencies would be invited to make presentations about March 20. He indicated that about 60% of the state's advertising expenditure goes to attract tourists, with a large part of the rest aimed at bringing in new industry.

Ayer & Gillett Advertising, Charlotte, has handled the account for the past four years. #

Speidel Shifts to Marschalk Roster

PROVIDENCE, Jan. 17—Speidel Corp. has switched its advertising to the McCann-Marschalk Co., division of Interpublic Inc., New York, after five years with Norman, Craig & Kummel.

Speidel makes watch bands, costume jewelry accessories and bills between $1,500,000 and $2,000,000.

While at NC&K, Speidel sponsored "The Big Surprise." In January, 1957, it was sued for $103,000, along with the show's producer, Entertainment Productions, by a dancer who missed a $10,000 quiz question and charged that pre-show warmup sessions were "a device by which [the producers] could elminate a contestant." The producer labeled her charges "ridiculous and hopeless."

A year and a half later, in the summer of 1958, the tv quiz scandals rocked the industry. #

Bradley Names Hoffman

Bradley Washfountain Co., Milwaukee, has appointed Hoffman, York, Paulson & Gerlach, Milwaukee, to handle its advertising. Bradley manufactures circular and semi-circular washfountains and multi-person showers.

Agencies Like Bulk Discounts, Doubt Frequency Cuts' Value, AA Learns

AA Survey Shows Considerable Variation in Opinions of Media Folk

NEW YORK, Jan. 19—There is apparently as little agreement among agency media buyers on what constitutes a good newspaper discount as there is among the newspaper men themselves, according to an ADVERTISING AGE check of agencies here this week.

Simply put, the agency men obviously are hopeful of bigger and better discounts for their clients, and simpler and more uniform newspaper rate structures to make space easier to buy for their clients.

■ And in general they prefer bulk discounts to discounts for frequency; the latter, in the view of a number of agency men queried, tend to "lock in" the advertiser and deprive him of the flexibility which traditionally is one of the newspaper's top assets as a medium.

Here are the reactions of agency media executives in New York and Chicago:

■ William E. Matthews, media vp of Young & Rubicam, said there has been more discount discussion in the past six months than ever before—and he expected "great action" in the next six months.

"The more nearly newspapers come to the general magazine type of discount, the more nearly they will solve the problems of the national advertiser," he said. "When there's one way of buying space in newspapers and another in national magazines, it is a very difficult thing to explain to national

(Continued on Page 70)

'Tribune' Ponders C-I-D

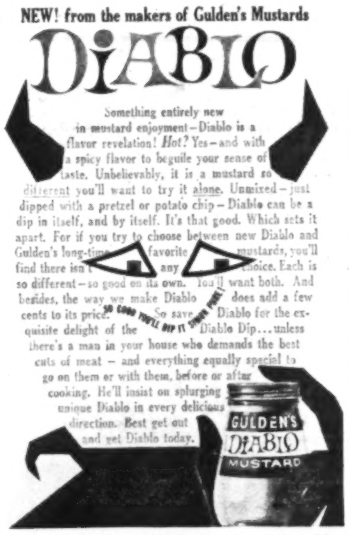
CHICAGO, Jan. 18—The *Chicago Tribune* is considering adoption of the C-I-D discount plan, and reportedly will make a decision next week. Reason for the adoption would be to move toward unification of the various discounts now being offered. The *Tribune* already offers bulk discounts.

See Paris—Gateway to Africa, Say Ads for U.A.T. Airline

NEW YORK, Jan. 18—U.A.T. French Airlines has completed its switch from Gaynor & Ducas to Ritter, Sanford, Miller & Kampf.

Ritter gained the passenger business last September, and has just been named to handle cargo advertising. No cargo ads have run for six months.

Theme of the passenger ads now in preparation will be: "See Paris on the way to Africa." This approach is intended to reflect the way U.A.T. operates; the largest airline in Africa, it attracts business by an inter-line arrangement that brings passengers and cargo to Paris—"the gateway to Africa." #


NEW! from the makers of Gulden's Mustards
DiABlO
SO GOOD YOU'LL DIP IT
GULDEN'S
DiABlO
MUSTARD

Something entirely new in mustard enjoyment—Diablo is a flavor revelation! *Hot?* Yes—and with a spicy flavor to beguile your sense of taste. Unbelievably, it is a mustard so different you'll want to try it alone. Unmixed—just dipped with a pretzel or potato chip—Diablo can be a dip in itself, and by itself. It's that good. Which sets it apart. For if you try to choose between new Diablo and Gulden's long-time favorite mustards, you'll find there isn't any choice. Each is so different—so good on its own. You'll want both. And besides, the way we make Diablo does add a few cents to its price. So save Diablo for the exquisite delight of the Diablo Dip... unless there's a man in your house who demands the best cuts of meat – and everything equally special to go on them or with them, before or after cooking. He'll insist on splurging unique Diablo in every delicious direction. Best get out and get Diablo today.

HOT—*Gulden will introduce its Hot Diablo mustard in New York via newspaper ads in mid-February. It has been tested in Philadelphia.*

100 Dailies Accept Bates Discount Request: Gray

BofA Move Discussed at NAEA; Bates Says Shell 'Alters Situation'

NEW YORK, Jan. 20—Ted Bates & Co. is "enthusiastic" about newspaper response so far to its request for 15% discounts on a b&w and color campaign for Brown & Williamson.

According to Edward A. Gray, senior vp of media, some 100 newspapers have indicated a willingness to go along with Bates' request for the discount. However, Mr. Gray said that only about 30% of the total number of newspapers queried have agreed to the discount. He added that a second request will be made to the unresponsive dailies.

Last November, the Bates shop mailed a letter to some 400 newspapers asking for a re-examination of their current discount setups in advance of a newspaper effort for Brown & Williamson consisting of 26 1,000-line b&w and/or two-color r.o.p. insertions.

At the same time, Mr. Gray in his letter pointed out that the cigaret maker had been an increasingly heavy user of newspaper color and that newspaper discounts generally fall far below discounts offered by other media.

■ At the annual meeting of the Newspaper Advertising Executives Assn. earlier this week, the unofficial word among the newspaper execs was that Bates had obtained positive responses to its discount plea from only about 50 newspapers.

It was said also that the agency had originally sounded the dailies out on discounts via a letter from Charles Lipscomb, president of the Bureau of Advertising, American Newspaper Publishers Assn. The response to the Lipscomb letter—which did not name the agency or client involved—was "a good deal less than enthusiastic," according to one newspaper adman.

■ Queried on this, Mr. Lipscomb said that BofA policy forbids any involvement in matters of rates or discounts, but that a letter was sent by him to dailies at the agency's request. He added, however, that the BofA policy was to obtain information from newspapers on any subject if so requested by advertisers and agencies.

Mr. Gray, however, told AA that the talk at NAEA was "somewhat inaccurate." He said that many newspapers have not replied to his discount request as yet, and that the Ogilvy, Benson & Mather discount plea for Shell Oil has "changed the whole situation." #

Dalto to Market Its Amphicon TV Receiver-Projector

NORWOOD, N. J., Jan. 18—Dalto Electronics Corp. has begun production and advertising for its new portable tv receiver-projector which can project an image up to 9'x12'.

The company, which makes aircraft flight simulation equipment, has placed page ads for the tv projector, called the Amphicon 108, in the January *Club Executive* and the February *Sound Merchandising*. Approximately 12 other business publications will be added to the schedule shortly. Co-op newspaper ads with retailers may be used later.

The Amphicon 108, which picks up on-the-air programming, projects the tv picture onto a screen or wall. Dalto designed its product for institutional, industrial and military use, as well as home viewing. The projector is not being marketed through retailers yet. Cost is $1,950 per unit.

Galbraith, Hoffman & Rogers, New York, is the agency. #

Heywood-Wakefield Names Fulton, Morrissey Co.

Heywood-Wakefield, Gardner, Mass., has appointed Fulton, Morrissey Co., Chicago, as agency for its public seating division (furniture for auditoriums, churches and schools). Charles W. Hoyt & Co., New York, continues to handle advertising for the household and transportation units. Fulton, Morrissey is also agency for Lloyd Furniture Co., Menominee, Mich., a subsidiary of Heywood-Wakefield.

Gould, Brown Adds Client

Gould, Brown & Bickett, Minneapolis, has been appointed to handle advertising for Scherr-Tumico, St. James, Minn., manufacturer of precision measuring tools and instruments.

Experiments, Not Surveys, Needed to Advance Media Research: Donnahoe

CHICAGO, Jan. 17—The experimental method—not the old survey approach—is the way to more useful findings in media research and even in determining the effectiveness of advertising.

This call for a "new direction in media research" was sounded today by Alan S. Donnahoe, exec vp of *Richmond Times-Dispatch* and *Richmond News Leader*, before a luncheon gathering of Chicago admen sponsored by Sawyer-Ferguson-Walker, newspaper representative.

He suggested that media research "may have completed one cycle in its development, and is now ready to move in another direction.

"The more precise our survey techniques become, the more obvious it is that they are producing the right answers to the wrong (or at least insufficient) questions," Mr. Donnahoe said.

■ As an example of an application of the recommended experimental method, he suggested "picking two households per city block, one reading newspaper A and one reading newspaper B, and then measuring changes in attitudes and purchases before and after a campaign in either paper."

Use of the experimental method, according to Mr. Donnahoe, has shaken the commonly held and survey-substantiated belief that it is better to have one's ad up front in the newspaper, because readership studies show that front sections are better read.

"Readership does decline as we go from the front to the back of the newspaper. Does this prove that it is better to have your ad in the front? Not necessarily so," Mr. Donnahoe said.

Here's how the experimental method was used in this connection in an actual case:

■ "We ran a coupon-type ad every day for five days—split run between Page 2 and the last inside left-hand page of the front section. Same ad was used in each case, and the same surrounding text. One reader got a paper with the ad in the back. Everything else was precisely the same."

There was no difference in the results, Mr. Donnahoe said. "The ad in the back pulled neither more nor less than the ad in front," according to him.

The experimental method is a more powerful tool for the analysis of causation—which is what admen are really seeking—because of its better control over extraneous variables, that often clutter up survey findings, he suggested.

"It is intuitively obvious that this experimental approach is more precise than the survey method. With extraneous variables controlled, we can isolate the net effect of the single variable under study," Mr. Donnahoe said.

■ Because many variables are involved, according to him, sales alone cannot serve as a true measure of advertising efficiency. "It is quite possible for bad advertising to produce more sales than good advertising, if other factors operate to help the one and hurt the other," he pointed out.

Turning increasingly to the experimental approach, as suggested by Mr. Donnahoe, "will involve some basic reorientation in research philosophy, and a good deal of ingenuity in adapting experimental designs to specific ad problems." #

Garfield-Linn Adds One

Encyclopaedia Britannica Inc., Chicago, has named Garfield-Linn & Co., Chicago, to direct advertising and marketing for its newly-formed Britannica schools division. A new course, "Communication in Business & Industry," will be test marketed this month through newspapers and direct mail.

Western Promotes Two

Lloyd Ver Steegh has been promoted to vp and account supervisor of Western Advertising, Chicago, and Clifford Boettcher was named vp and creative director of the agency's Racine, Wis., office. Western also has named Edward Krein, senior vp, manager of the Racine office.

TESTING A $16,000,000 POSTOFFICE SYSTEM--

or a 12½¢ CIGAR

...the answer is the one-in-a-million TESTED test market—Providence, Rhode Island

The only completely automated postoffice in the world is now in operation in Providence. It serves one of the most densely populated areas in America . . . all Rhode Island and nearby Massachusetts and Connecticut. More than 1,000,000 people live within a radius of 30 miles. The U.S. Postoffice Department and Intelex Systems, Inc. drew on the experience of hundreds of professional market men when they chose this concentrated, typical market as their test site.

Providence has been used to test almost everything because it has all 11 vital test elements . . . plus the important final one . . . successful use by expert research and merchandising groups.

The Providence Journal-Bulletin covers this metropolitan complex well . . . 100% of ABC Providence, 80% of the city-state area and better than 60% of the interstate region. You can get more details from Frank Rook, Manager General Advertising, The Providence Journal-Bulletin, Providence 2, Rhode Island.

PROVIDENCE
JOURNAL-BULLETIN
ONE NEWSPAPER AND A MILLION AND MORE PROSPECTS

VA
N C
S C
ARK
MISS
ALA
GA
LA
FLA

Greensboro-
GREEN THUMB
OF THE NEW
SOUTH'S MARKETS

In The
Top 20 In
Total Retail Sales

Watch Food Sales Sprout

Hungry Metropolitan Greensboro Market ranks high in food sales in the South's top markets—ahead of Baton Rouge, close behind primary markets like Nashville, Knoxville and Chattanooga. Feed your sales story through the Greensboro News & Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation; over 400,000 readers.

Write on company letterhead for "*1960 Major U. S. Markets Analysis*" Brochure of all 300 Metropolitan Markets.

Greensboro—In the Top 20 Retail Markets of the South and in the Top 100 of the Nation.

Greensboro News and Record
GREENSBORO, NORTH CAROLINA
Represented Nationally by Jann & Kelley, Inc.

USING IT This Week ?

In today's savagely competitive market, THIS WEEK delivers the impact where you need it most week after week—in 13,000,000 American homes—in 43 "make-or-break" markets where 73% of all retail sales are made!

January 22, 1961

This Week
MAGAZINE

42 GREAT NEWSPAPERS

Memo to Congress: A ready-made plan to save $3 billion for U.S. taxpayers!

SEE PAGE 8

Also:

CARLO LEVI
SHIRLEY MacLAINE
W. SOMERSET MAUGHAM
DUCHESS OF WINDSOR
CLEMENTINE PADDLEFORD

Paper igloos keep ice fisherman warm.

SEE PAGE 14

Check these top advertisers who are using it this week!

PAGE

- Alcoa Wrap
- Del Monte Sliced Pineapple
- Ford Falcon
- General Mills, Inc.—
  - *Betty Crocker White Country Kitchen Cake Mix and Frosting Mix*
- Libby's Tomato Juice
- General Motors Acceptance Corporation
- Mazola
- New York Life Insurance Company
- Oldsmobile
- Salem Cigarettes

HALF-PAGE SPREAD

- Sunshine Krispy Crackers

THREE-FIFTHS OF A PAGE

- Arm & Hammer Soda Bicarbonate

HALF-PAGE

- Heinz Baby Foods
- Sta-Puf Rinse—
  - *Fabric Softener*
- E. R. Squibb & Sons—
  - *Vigran Multi-Vitamin Capsules*

OTHER

- B in B Mushrooms
- Brownatone
- Cream of Rice
- Doan's Pills
- Durkee's Instant Minced Onion
- Dr. Scholl's Foot Powder
- Fasteeth
- Geritol
- Goodaire Air Freshener
- Lysol Brand Disinfectant
- Miles Products—
  - *Alka Seltzer*
- Nature's Remedy
- Perma-Grip Dental Plate Powder
- Phillips' Milk of Magnesia
- Vick Chemical Company—
  - *Vicks Cold Tablets*

To move goods fastest...use

THE MOST POWERFUL SELLING FORCE IN PRINT!

CIRCULATION MORE THAN 13,000,000

West Coast Lumber Group Sets $300,000 Drive in Print Media

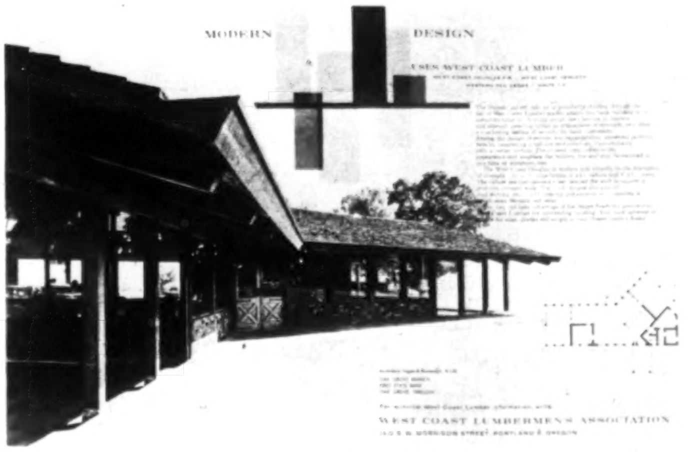
PORTLAND, ORE., Jan. 17—West Coast Lumbermen's Assn. will spend more than $300,000 for advertising in architectural, builder, retailer and farm publications; $120,000 for promotion literature; and $28,000 for exhibits and motion pictures.

A total of 28 different ads is planned for the 1961 campaign.

Although the bulk of the budget will be spent in trade media, four color pages will be placed in shelter book annuals such as *Living's New Guide to Home Planning & Remodeling*, *New Homes Guide*, *House Beautiful Building Manual* and *House & Garden Book of Building*.

Architectural ads will be full color spread inserts, showing structures built with West Coast lumber. Retail lumber dealers will be reached through several insertions in major national and regional retail media. These ads will feature the 1961 theme of "trendselling for profit."

Cole & Weber, Portland, is the agency. #



RUSTIC—*This ad is part of the West Coast Lumbermen's Assn. drive.*

Pappas Joins O'Grady-Payne

Louis N. Pappas, formerly art director of Batten, Barton, Durstine & Osborn and Campbell-Mithun, has been named creative director of O'Grady-Payne, Chicago advertising art studio.

Make Ads Better to Escape Being Victim of U.S. Self Criticism: Coste

Let's Cut Ad Cost per Sale, OAI Head Tells Atlanta Adclub

ATLANTA, Jan. 17—America is a nation of self critics, and the current tide of national self-deprecation has made advertising a victim, according to Felix W. Coste, president of Outdoor Advertising Inc.

"Attacks on advertising are only a part of a kind of national miasma," he told the Atlanta Advertising Club yesterday. "They do not stem from weaknesses inherent in advertising itself.

"Our national proclivity for exaggerated self criticism," said Mr. Coste, "is destroying our perspective. It is obscuring our achievements. It detracts from what is both noble and notable in our country. Among its victims—not alone but among many others—is advertising.

"I believe that as individuals—agencies, advertisers and media—the most effective action we can take is to get down to the business of advertising. We have our various associations which are concerned with and working on the collective image of advertising.

■ "In addition to supporting this valuable work, you and I can best improve that image—and we are the only ones who can improve it—by putting aside our personal sensitiveness to the reactions of the troubled Americans and attacking the fundamentals of doing our job the best way we know how.

"Let us, for example, stop playing the numbers game with meaningless circulation figures," he said. "Even those who think they were winning the game must be tiring of it. It is very much like winning at solitaire by looking at the hidden cards.

"Let us try to advertise our client's product as near as possible to the point of sale. In this the new regional editions of several magazines are to be commended. All of us know that the greatest sales potential occurs when the consumer is reached as closely as possible to the moment when she makes a purchase decision. Let's not kid ourselves about this any longer. Let's try to design our media and our campaigns to produce this plus for the advertiser's dollar.

■ "Let us by all means," said Mr. Coste, "try to reduce the cost of advertising per sale. We know that our clients, every one of them, are caught in a profit squeeze which will get greater rather than less in the years ahead. Our job right now is to use paper, pencil and slide rule; to analyze and work out to the last decimal point how to make the advertising dollar more productive.

"Above all let us make no claims in our ads upon which we will not stake our personal reputations, as well as the reputation of our industry. Let us not set as our standard simply escaping a crackdown by the Federal Trade Commission. Let us set as our standard what we know to be true, and there will never be any basis for slander on the integrity of advertising."

The outdoor executive advised keeping copy brief. "Brief copy is honest copy. There is no room for artifice, I know, when you tell your story with just one provocative picture and seven stimulating words." #

ARF Publishes Source Guide

A book describing 135 sources of advertising and marketing information has been distributed to its members by Advertising Research Foundation. "Sources of Published Advertising Research" is basically a "do-it-yourself" manual for researchers who wish to review the literature before embarking on a new study. Included are comments on 73 bibliographies, 25 abstracting periodicals, 29 directories and 6 special libraries. Professional bibliographers are also listed.

Nolan Joins Conklin

Conklin, Labs & Bebee, Syracuse, has engaged Carroll A. Nolan, chairman of the department of business education and professor of marketing at Syracuse University, as research and marketing director. Dr. Nolan also will continue his teaching and administrative duties at the university.

buy St. Louis `a la card*

****KTVI rate card** your lowest cost per thousand TV buy in St. Louis*

Rated first, too, in creative design by St. Louis Art Directors' Club, KTVI's rate card poses with its creator, Don B. Curran, KTVI Sales Promotion Director.

Represented nationally by
BLAIR-TV

KTVI
CHANNEL 2 abc
ST. LOUIS

Help Wanted—Male

SKYWRITER WANTED

Must be excellent speller; good at numbers; have working knowledge of air space over Madison Ave., Michigan Ave., Montgomery St., other adv. boulevards; be imaginative enough to give this vital statement the spectacular mile-high display it deserves: *Saturday Evening Post zooms to all-time circulation high in 1960. Year-end issue streaks past 6,700,000!* Send particulars to The Saturday Evening Post, Phila. 5, Pa.

Adv. Research Dir.

Come where grass greener! Seek pro now emp. 4A's; strong motiv. slant; knldge. Freud helpful but not essential. Hi sal. bright fut. P.O. Box 3482, Grand Central Sta. New York 17, N. Y.

ADV. "Guy Friday."

Some Sat., Sun., too! Fabu. spot in aggressive, hungry, "hot" agy. Exp. in top media buys like SEP req. Nom. salary but unlt'd opp. for right man. You he? Prove it with yr. letter to: P.O. Box 3482, Grand Central Sta. New York 17, N. Y.

ADV. PUBLC'TY.

Alert, hard-hitting go-getter wanted by lead. cons. mag. with like qualities. Must be able to dramatize spec. adv. effectiveness this mag.; its uniq. abil. to provide repeat APX to younger, larger fam. with more $$. Complete details avail. at loc. Sat. Eve. Post sales office.

ADDENDUM

Any resemb. to any reg. news. class. adv., liv. or dead, or to any exist. adv. job, is pure and deliberate coincidence.

This Week in Washington . . .

Day Confronts Paradox of Post Office: Big Business Sans Business Economics

By Stanley E. Cohen
Washington Editor

WASHINGTON, Jan. 20—J. Edward Day, the nation's new Postmaster General, emerged from his first appearance before the Senate committee on post office and civil service unharmed this week.

Senators hoped to learn of his plans for dealing with the department's big deficits. But they had to accept his plea of "don't rush me."

His plans will first be discussed with President John F. Kennedy. Meanwhile, he assured senators that he has "recently been educated" on some of the controversies that surround the Post Office Department's bookkeeping system.

For two weeks, Mr. Day has been headquartered in the committee's offices, "boning up on the department." He's discovering how much it dwarfs the West Coast office of Prudential Insurance Co., where he had charge of 7,500 employes in 13 states, and $1.5 billion in investments—no small task in itself.

■ "The administrative and personnel policies involved in operating these farflung operations may have a close parallel in some respects to the problems I will face at the Post Office," he told the committee. "But I am also aware of the differences."

Even the case for rate increases—so obvious to the outsider—becomes multi-lateral—as he learns of the intricacies of postal operations. The Post Office must serve every citizen everywhere in the country. Are all these costs to be charged to the department's patrons?

■ Eight years ago, outgoing Democrats reported the deficit as more than $650,000,000. By writing off a number of costs—including airmail subsidies and government mail—Postmaster General Arthur Summerfield got the deficit down to modest proportions by 1955.

In his final budget this week, President Eisenhower made the situation look about as black as he could. He predicted the department will lose $843,000,000 in the next fiscal year, even after allowing a reasonable amount for the public service it renders. Without offering a plan of his own, he said the problem should be solved by a rate increase big enough to bring in the $843,000,000.

■ The Eisenhower budget "wrote off" only $63,000,000 from Post Office expense, to represent "public service" rendered by the department. Sen. Olin Johnson (D., S.D.), chairman of the post office and civil service committee, believes the "public service" allowance should include much of the cost of such services as rural free delivery. He contends the actual "write off" should be in the hundreds of millions—perhaps as much as $300,000,000.

The final Eisenhower budget had a particularly unsavory aroma because its impossible postal recommendation provided the fulcrum for the announcement that the budget for 1961 would be balanced.

■ To show a surplus of $73,000,000 for the fiscal year ending June 30, Mr. Eisenhower proposed that the new $843,000,000 postal rate hike become effective by April 1 of this year. Inasmuch as no rate bill—let alone an $843,000,000 increase—could be passed in time to be effective April 1, the 1961 budget probably won't be balanced.

At the Post Office, Mr. Day will be operating the biggest transportation business in the world. He will have more than 500,000 employes in 36,000 offices, handling 64 billion pieces of mail, and spending nearly $4 billion.

Eight years ago, Arthur Summerfield was fascinated by this set of facts. He came here determined to show what good business management could accomplish in the Post Office.

Under his energetic direction, a substantial start was made toward mechanizing the movement of mail, and renovating the administrative organization of the department. But for eight years he was locked in fruitless controversy with congressional leaders and postal patrons. His concept of a balanced budget to recover the department's full operating costs was more than Congress would accept.

■ While the Post Office looks like a business, functions like a business and carries on the activities of a business, Mr. Day will discover that the analogy isn't complete.

Each of the 180,000,000 patrons must be served, whether it is profitable or not. Unlike Western Union, Mr. Day can't shut up shop if he finds that a particular office is unprofitable.

Moreover, these customers hold a voting franchise. Mr. Day, his colleagues and his friends in Congress will find themselves on the street if the public doesn't like the way he runs his job.

■ There's one special psychological adjustment which Mr. Day must make as he moves from the free enterprise world into the world of government:

At Prudential there was no doubt about his mission—to return a profit satisfactory to the board of directors. In his new job, the directors—the members of Congress—won't trouble him on that point.

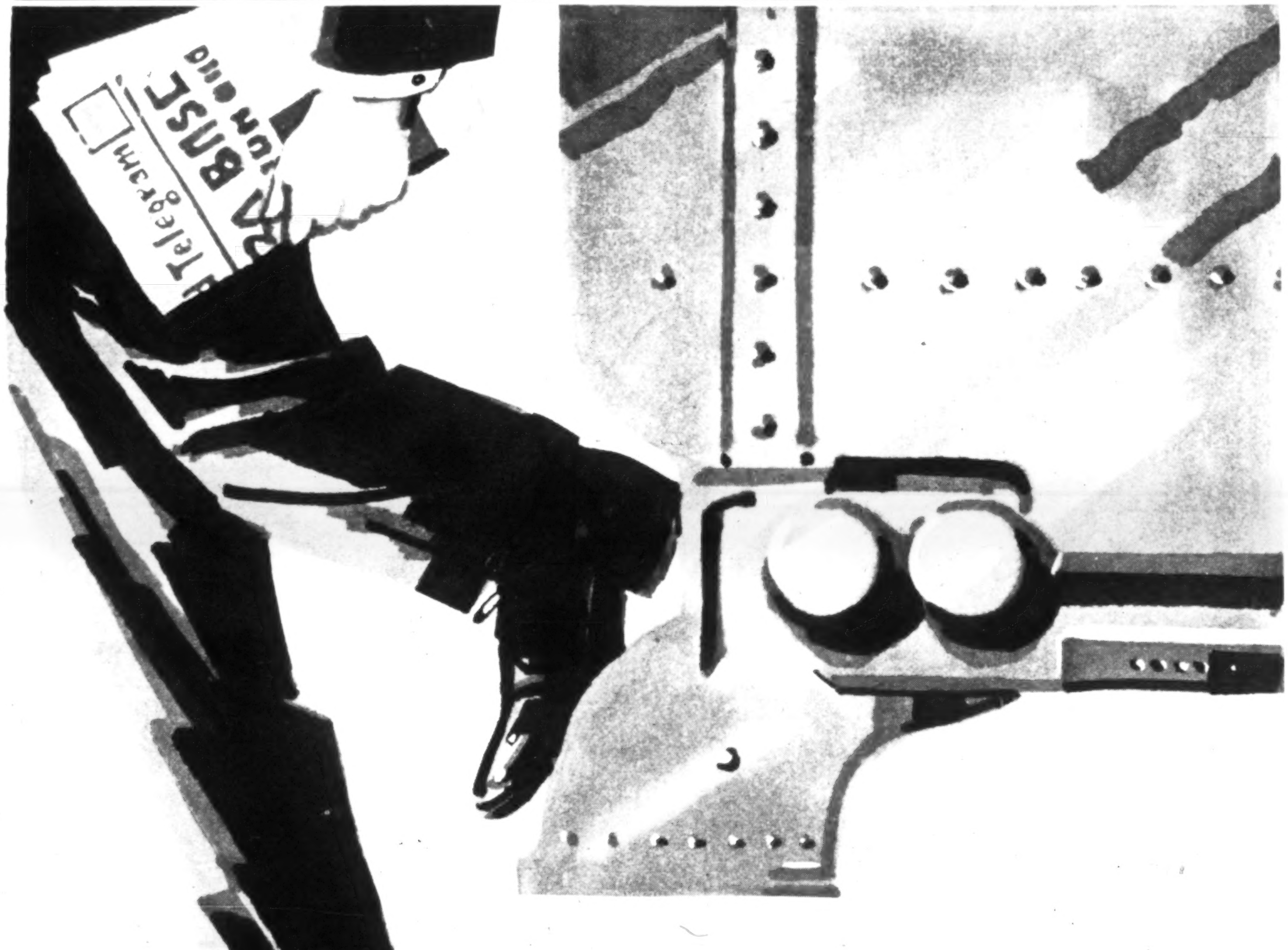
As elected officials, the members of Congress who serve as "directors" of the Post Office Department have a conflict of interest. It's to their advantage to vote for increases in costs—particularly pay hikes for postal employes—and against increases in "prices," which their constituents have to pay.

■ Repeatedly in recent years, the "directors" have followed their self interest in guiding the affairs of the Post Office. Before last year's elections, for example, they voted a $280,000,000 increase in postal pay and fringe benefits—with no additional prices to compensate for the added expense.

From the type of advisors he has picked, the new Postmaster General seems to be aware of the subtle difference he will encounter in his effort to bring efficient direction to the Post Office.

Where Mr. Summerfield surrounded himself with competent technicians from industry, the new top command includes legislative experts. Deputy Postmaster General William H. Brawley drafted the statement on postal rate policy which Congress included in the 1958 rate bill. With such a deputy at his shoulder, the new Postmaster General should be able to understand the points of difference which arise when the department starts to argue "costs" with its patrons.

■ His Assistant Postmaster General for operations, Fred Belen, has equally distinguished experience in postal affairs. As staff chief for the House post office committee, his investigations pinpointed flagrant inefficiency long before Mr. Summerfield brought in management experts. It was at his insistence that the department finally set up its own research staff 10 years ago. #



RESPONSE-able New York
takes home the
WORLD-TELEGRAM

Commuters. There's no choicer slice of suburbia than the New York commuter.

And when he gets off his train at night, the World-Telegram goes with him.

Repeated checks of commuter trains show that more homeward-bound New Yorkers read the World-Telegram than all other newspapers combined. (Check the 5:19 yourself*.)

They don't leave it on the seat. It goes right into their homes—and so do the ads of media men who want more response for their money.

NEW YORK WORLD-TELEGRAM
New York's *quality* evening newspaper

**Or ask us for the facts.*

DYNAMIC BALTIMORE

The 6th largest city in the nation is also the 8th fastest growing metropolitan market in population, and only 3 larger markets exceed Baltimore's rate of growth in total retail sales.

Its seaport is the nation's second largest in foreign tonnage and, as a financial community, Baltimore is the most important metropolis south of Philadelphia and east of the Mississippi.

It is dynamic in growth and development. It is "on the buy." Yet . . . it is the nation's most compact major market!

Half the families of the entire state of Maryland live within a 15-mile radius from the heart of downtown. In this compact area . . . roughly the ABC City Zone . . . an estimated 92% of all Baltimore-area retail sales are made.

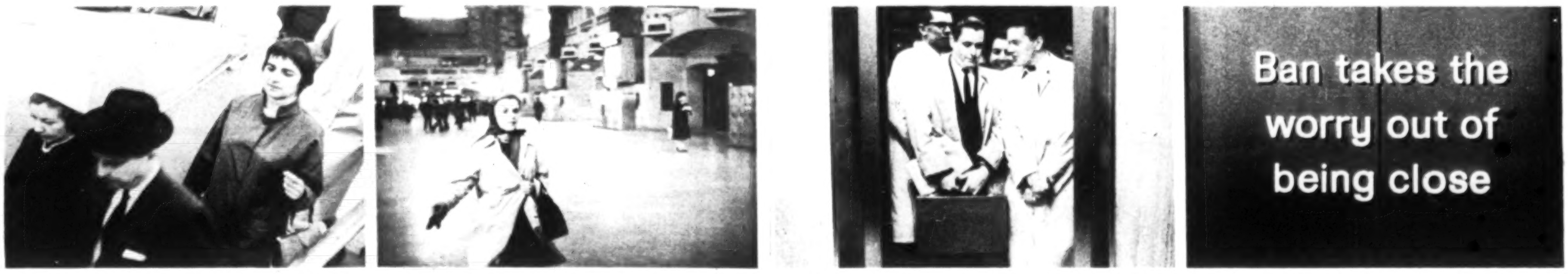
Contact with this uniquely compact buying potential is best established with the Sunpapers . . . for good reasons. Daily circulation is now over 420,000 and Sunday circulation is over 319,000. More important . . . 88% of our daily circulation (77% of it home delivered) and more than 82% of our Sunday circulation (80% home delivered) is in this compact City Zone.

With the Sunpapers, you reach the overwhelming majority of Baltimoreans where they live, where they work, and where they buy.

THE BALTIMORE SUNPAPERS

National Representatives: Cresmer & Woodward—New York, San Francisco, Los Angeles; Scolaro, Meeker & Scott—Chicago, Detroit

Circulation Figures: ABC Publisher's Statement 9/30/60



HUMAN APPROACH—*This new Bristol-Myers' commercial for Ban, now running on several network shows, lets the camera tell the story with music from the prologue of the "West Side Story" helping to set the scene. The camera follows active people through the busy city. Toward the end of the minute of sell an off-stage voice is heard, saying, "Ban takes the worry out of being close and gives maximum protection against perspiration and perspiration odor." Ogilvy, Benson & Mather is the agency; Wondsel, Carlisle & Dunphy filmed the commercial. The NAB code office saw and approved this commercial in advance and termed it an improvement over other recent commercials.*

McCann TV Unit, Desilu Creating Film Sans Client

NEW YORK, Jan. 19—McCann-Erickson, whose complicated organizational structure for some time has included a division for tv-radio production, has launched its first production venture.

Plans for the agency's entry into co-production were announced this week by C. Terence Clyne, vice-chairman of the agency and head of the production division, M-E Productions.

■ Without any specific client support, the agency has decided to gamble approximately $175,000 on a new hour series called, "Counter-Intelligence Corps." Ownership will be 50-50 with Desilu, which will film the show and put up an equal amount of money. Filming on a two-part pilot will start at the Desilu studios in Hollywood in February. Twelve additional scripts will be readied for this series, dramatizing the work of former CIC agents.

Mr. Clyne said this show represents two firsts—the first time a major producer and an ad agency have been involved in co-production arrangement, and the first time a two-parter has been planned as the opener to a tv series.

■ Mr. Clyne is so sold on this program that he gave the go-ahead for the pilot filming before he had an interested advertiser or network in the wings. The pilot will be shown first to McCann clients; if none of them goes for it, the show will then be offered to the networks for sale and scheduling at their discretion.

In recent months there have been occasional surges of agency interest in program production. Batten, Barton, Durstine & Osborn has sold several clients on the advisability of advertiser pilot financing or part ownership of tv shows. #

Just Launched
Betty Crocker
Quick Bake Potato Boats

POTATO BOATS A'COMIN'—*General Mills will launch its potato boats in Dayton with newspaper ads like this.*

Cloud Returns to Minute Maid as President as Fox Resigns to Be United Fruit Exec VP

ATLANTA, Jan. 19—John M. Fox has resigned as president of the Minute Maid division of Coca-Cola Co. to become exec vp of United Fruit Co. on Feb. 1. Coke, which acquired Minute Maid by merger Jan. 1, immediately recalled Holman R. Cloud from retirement to succeed Mr. Fox.

Mr. Fox, in a statement issued at Minute Maid's office in Orlando, Fla., said his resignation was "in no way influenced by the merger with Coca-Cola." Minute Maid moved its executive offices to Orlando from New York in 1957.

■ A native of England, Mr. Fox was brought to the U.S. in 1913, the year after his birth. He was naturalized in 1919. After graduating from Colgate in 1934 he joined International Business Machines, where he became a branch sales manager. In 1943 he moved to National Research Corp., where he was a vp. He joined Minute Maid in 1945, when the company was established.

Mr. Cloud, 66, retired a year ago from his long-held post as exec vp of Minute Maid. On Dec. 31 he retired as president of Minute Maid Groves, a citrus growing subsidiary.

Minute Maid, which spent about $3,500,000 in measured media in 1959, was expected to get a boosted ad budget as one result of the Coca-Cola takeover.

■ United Fruit said it expects to increase its emphasis on consumer products and on merchandising bananas and processed foods and that Mr. Fox's experience would help in these areas. #

General Mills Launches Potato Boats, Cake Mixes

MINNEAPOLIS, Jan. 18—General Mills will use newspaper Sunday supplements, magazines and network television in its introductory campaign for two new Betty Crocker angel food cake mixes next month.

The company also announced plans for introducing two new potato products on a test market basis in the Dayton, O., area.

The cake mixes are Fudge Swirl and Orange-Pineapple, bringing to five the number of flavors in the angel food line. Others are White, Lemon Custard and Confetti.

■ Four-color, two-page spreads will appear in *Family Weekly*, *Parade*, *This Week* and the Pacific and Texas editions of *American Weekly* on Feb. 26.

Single page ads are planned for the March issues of *Ladies' Home Journal* and *McCall's*. Television support will be given on "Wyatt Earp" and "National Velvet" shows. Batten, Barton, Durstine & Osborn is the agency.

The two quick bake "potato boats"—with sour cream sauce and creamy cheese sauce—may be prepared in less than one-third the time required for baked stuffed potatoes. Packages designed by Lippincott & Margulies are to sell for about 43¢.

The introductory ad is a four-color r.o.p. page scheduled to appear in the *Dayton Daily Journal Herald & News* on Feb. 17 and the Sunday supplement section on Feb. 19. A company spokesman said follow up half-page ads in four colors will appear daily and Sunday on a regular schedule every three or four weeks through May. Knox Reeves Advertising is the agency. #

Chef Boy-Ar-Dee, Canada Dry Set Pop 'n Pizza Push

NEW YORK, Jan. 17—Canada Dry Corp. (J. M. Mathes Inc.) and Chef Boy-Ar-Dee (Young & Rubicam) have teamed up in a Pop 'n Pizza ad campaign aimed at the youth market.

Canada Dry, which originated the idea, shopped around for a suitable tie-in and decided on Chef Boy-Ar-Dee because it reportedly has a 75% share of the do-it-yourself pizza market. Chef Boy-Ar-Dee is a division of American Home Products Corp.

Y&R's share in the campaign will be confined to preparation of point of purchase material. Mathes is handling the major share of the advertising, which starts in mid-February with several spot announcements on "Walt Disney Presents" (ABC-TV). Highlight of the print campaign will be a four-color spread in the March 14 *Look* and in the March issue of *Seventeen*.

■ The magazine insertion will feature six different combinations of pizza recipes with appropriate soft-drink flavors. The ad also will show the retail store display unit which will be the kingpin of the in-store campaign.

Y&R's point of purchase material includes a pole merchandiser, a Pop 'n Pizza recipe bottle collar, shelf talkers, posters and over-the-wire banners. #

Lemcoe Joins 'Globe-Democrat'

Eugene J. Lemcoe has been named assistant to the advertising director of the *St. Louis Globe-Democrat*. Mr. Lemcoe was advertising director of the *Houston Post* until September, when he resigned. Before joining the *Post* in 1951, he was with the old *St. Louis Star-Times* for 16 years.

Butler Names Wobig VP

B. J. Butler Advertising, Buffalo, has appointed Donald P. Wobig, formerly secretary, a vp and Bradley D. Steiger secretary. Mr. Wobig is director of art and production. Mr. Steiger is director of radio and television.

Broadcast Promotion Group Sets Drive to Expand Membership

INDIANAPOLIS, Jan. 17—Plans for expansion of the membership and for stepped up service to the present membership were formulated by the board of directors of the Broadcasters' Promotion Assn. here last week.

The membership drive will be a two-prong effort, aimed at associates in related fields as well as full members from the broadcasting business. This campaign is under the direction of Jim Bowermaster, of WMT, Cedar Rapids, and Ken Chernin, of Triangle stations, Philadelphia.

Bruce Wallace, WTMJ, Milwaukee, has been named to edit an idea book called, "The Best of BPA." The volume will incorporate highlights from the promotion and merchandising campaigns covered in the backlog of BPA monthly bulletins.

Dorothy Sanders, WLW-D, Dayton, was appointed to the board of directors to fill the unexpired term of Janet Byers, ad manager of the Crowell-Collier stations, Hollywood, who resigned because of the demands of her new job.

STATION PROMOTION BUDGETS UP 18.3%

INDIANAPOLIS, Jan. 19—It looks like a boom year for radio and tv station promotion. This optimistic outlook stems from the results of a survey by John F. Hurlbut, promotion manager of the WFBM stations and president of the Broadcasters' Promotion Assn.

Mr. Hurlbut said 63% of the 350 station members of BPA—a cross section of the industry—indicated that their 1961 promotion budgets are expected to be up. The average increase will be in the vicinity of 18.3%, with radio's average increase slightly higher than tv's.

Most of the increase will go toward audience promotion and image building, but more money also will be spent on sales promotion and business publication advertising. Most of the stations that are maintaining 1960 promotion budget levels had a budget increase for 1960 over 1959. #

Whitman Fights Price Cutters

Stephen F. Whitman & Son, Philadelphia candy manufacturer, has pledged continuance of all-out support of fair trade maintenance on its products sold through retail outlets, including drug stores. Vigorous action, including refusal to sell to the offender, is the response to all price violations, the company said, noting that the number of attempts to sell the Sampler line at less than the maintained retail price has increased.

Watson Promotes Randall

John C. Randall, formerly Chicago district advertising sales manager, has been appointed business manager of *Appliance Manufacturer*. He joined the Watson publication in 1958.

Dutch Language Heineken Ads to Get Miami Test

NEW YORK, Jan. 19—Heerlyk, Helder Heineken (delightful, sparkling Heineken).

With this Dutch jingle, Van Munching & Co. will launch a test run of tv commercials in Miami Sunday for its imported beer.

The 13-week schedule, decided on only in the past two weeks, will consist of all-Dutch commercials made in Holland and sent to the U.S., "purely as a matter of information, to let the ad people here know what they were doing at home."

Van Munching—which refers to the beer as Heineken's, with an apostrophe and "s," unlike the brand name "back home"—claims the commercials are the first tv ads for an imported beer. The importer chose the Miami market because it is a big sales area for the beer, and is a market "currently on the go." Seasonal ads for Heineken's have not begun to run elsewhere yet.

Commercials will run without a word deleted, and the only English used will be the mandatory "signature of the advertiser" at the end.

■ The commercials will run in pairs, making a total time of 60 seconds. They have been grouped because some Heineken's people anticipate that "there will be a little bit of bewilderment during the first," and the screening of the second immediately after will give viewers "time to get the idea."

The commercials will run on WPST-TV. They were placed by MacManus, John & Adams. #

National Ad Volume Hits $860,000,000 in Dailies, U.S. Says

WASHINGTON, Jan. 17—The Commerce Department said today that the newspaper industry expects final figures to show advertising at about $860,000,000 for 1960. The department didn't disclose the industry sources.

It also said color advertising increased 20% over 1959 through September. The department said that daily newspaper circulation has increased approximately 43% since 1940, while the U. S. adult population rose by 24%. It said industry sources are "confident" that circulation in 1960 exceeded 59,000,000. #

Keyes, Martin Adds Client

Communication Measurements Laboratory, Plainfield, N.J., has named Keyes, Martin & Co., Springfield, N.J., to handle advertising for its precision electronic generators and test equipment. The company is a subsidiary of Tenney Engineering.

Polishing the client's apple is no way to improve his advertising. Polishing a good idea is. And polishing. And polishing. And polishing. Until good becomes better. And better becomes best.

YOUNG & RUBICAM, *Advertising*

Red Star, Nestle, Diamond, Land O' Lakes, French Join Pillsbury in Recipe Supplement

MINNEAPOLIS, Jan. 17—An ad in the form of an eight-page color cook booklet will reach nearly 18,000,000 readers of 59 newspapers in late January. Six food companies are behind the promotion, which features 15 prize-winning recipes from Pillsbury Co.'s 12th grand national bake-off.

Joining Pillsbury in the ad are Red Star Yeast & Products Co., the Nestle Co., R. T. French Co., Land O'Lakes Creameries and Diamond Crystal Salt Co. Recipes in the ad call for 71 different grocery items.

The pre-printed supplement, appearing in most of the newspapers on Jan. 29, will spearhead a baking promotion on network tv and in newspaper ads. A consumer promotional pack, centered around a 100-recipe cookbook from the 1960 bake-off, with 10¢ and 25¢ mail-in certificates good for coupons on Pillsbury's Best flour, Fluffy White frosting and Angel Food mix, will also be used.

■ Campbell-Mithun, agency for Pillsbury's Best flour, handled production of the recipe supplement, which consumed more than 800,000 lbs. of paper.

This is the second year Pillsbury has chosen a newspaper supplement as the exclusive vehicle for the promotion. Last year the supplement was distributed through 52 newspapers. Three previous bake-off recipe ads appeared in national magazines. #

Webcor Approves $900,000 Ad Budget for Spring Push

CHICAGO, Jan. 20—Webcor Inc. will invest some $900,000 in advertising this spring to introduce its new 1961 line of tape recorders, portable and console phonographs and radios.

Theme of the promotion is "Zero in on Webcor," the zero representing what a customer has to pay for premiums which will be offered by Webcor dealers. One push will feature a Keystone movie camera to be given free with every Regent Coronet tape recorder sold. Another campaign will play up the fact that a transistor radio will be given free with every purchase of a Holiday phonograph.

Advertising for the premium pushes will break with pages and spreads in March issues of *Coronet*, *Esquire*, *Life* and *Sunset Magazine*. Direct mail and local media also will be used.

■ Webcor will start an introductory push for its new products in February with a page ad in the *Wall Street Journal*. Magazines on the schedule include *Coronet*, *Esquire*, *Holiday*, *Modern Photography*, *The New Yorker*, *Sports Illustrated*, *Sunset Magazine* and *Time*.

Business publications include *Electrical Merchandising*, *Hi-Fi Stereo Review*, *Hi-Fi Tape Recording*, *Home Furnishings Daily*, *Jobber News* and *Photo Dealer*. North Advertising is the agency.

$00⁰⁰
with the purchase of a Webcor Regent Coronet stereo tape recorder

NO COST—*Webcor wanted to say "free" in a distinctive way for a premium offer of a Keystone camera with its Regent Coronet tape recorder. North Advertising solved the problem with this ad, scheduled for March in Coronet, Esquire, Life and Sunset Magazine.*

Kraft Buys Remaining 80% of 'Playbill'

NEW YORK, Jan. 17—Playbill Inc., publisher of the weekly magazine distributed in Broadway theaters, was sold today to Gilman Kraft, publisher and chief executive officer of the magazine for the past four years.

The business was sold for $180,000, involving the 80% share of the company stock held by A. William J. Becker III and the Producers Theater, including Roger L. Stevens, Robert Dowling and Robert Whitehead. The remaining 20% of the stock had been held by Mr. Kraft since 1956, when the Producers Theater group had purchased the company from the family that had operated it since its inception in 1884. Associated with Mr. Kraft in the purchase is Thomas A. Steinfeld, who has been with *Playbill* for 23 years in various sales capacities.

Since 1956, when it was converted from a program into a magazine, *Playbill* has increased its business volume by nearly 50%, the company reported. In 1960, ad revenues rose to more than $1,250,000, and total pages sold exceeded 1,500. #

Mitchell Death Jars Petition to Dissolve Agency

NEW YORK, Jan. 20—A petition filed Dec. 28 to dissolve the Davies, Mitchell & Voorhies agency has been seriously affected by the death Jan. 16 of W. Robert Mitchell, president of the agency.

Mr. Mitchell, 55, died of a heart attack at Lenox Hill Hospital. He had been ill for some time. His two partners, Peter B. Voorhies, exec vp and treasurer, and Julien T. Davies Jr., secretary, had petitioned for dissolution because they were "hopelessly divided" on running the agency.

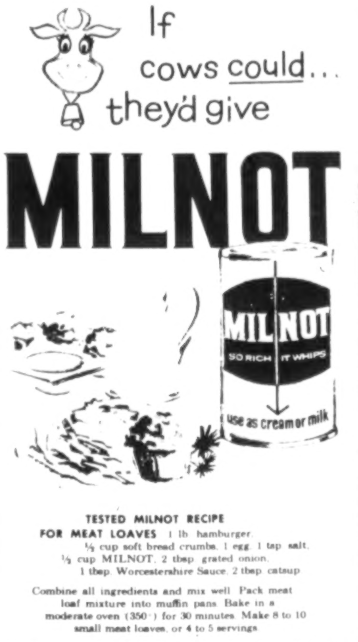
■ Much of the division stemmed from charges by Messrs. Davies and Voorhies that Mr. Mitchell had "improperly manipulated" certain agency funds for his own benefit. The court was asked to enjoin Mr. Mitchell from exercising power as an officer and director.

The move to dissolve the agency may now be dropped. #

Agencies Keep Accounts as Miller Buys Gettelman

No agency change is expected following the purchase this week of A. Gettelman Brewing Co., Milwaukee, by Miller Brewing Co., also of Milwaukee. Hoffman, York, Paulson & Gerlach, Milwaukee, is Gettelman's agency; Mathisson & Associates, Milwaukee, handles Miller advertising.

Miller, which paid more than $1,000,000 for Gettelman, said the Gettelman brands will be continued and that they "will ideally complement Miller High Life in the market places." Gettelman, which was founded in 1854, produced 132,285 bbls. in 1960, less than half of its capacity.


If cows could... they'd give
MILNOT
MILNOT
SO RICH IT WHIPS
use as cream or milk

TESTED MILNOT RECIPE
FOR MEAT LOAVES 1 lb. hamburger,
½ cup soft bread crumbs, 1 egg, 1 tsp. salt,
⅓ cup MILNOT, 2 tbsp. grated onion,
1 tbsp. Worcestershire Sauce, 2 tbsp. catsup

Combine all ingredients and mix well. Pack meat loaf mixture into muffin pans. Bake in a moderate oven (350°) for 30 minutes. Make 8 to 10 small meat loaves, or 4 to 5 servings.

IF COWS COULD—*Milnot Co., Litchfield, Ill., uses whimsy in its 1961 campaign in newspapers, radio and outdoor in its four-state distribution area: Illinois, Indiana, Missouri and Oklahoma. D'Arcy Advertising Co., St. Louis, is the agency.*

Broadcasting Must Be Conscience of America: Collins

WASHINGTON, Jan. 17—Broadcasting should not only be America's voice; it should be its conscience as well, the new president of the National Assn. of Broadcasters made clear last week.

"We all share a common responsibility for America," Gov. LeRoy Collins told lawyers and their guests at the Federal Communications Bar Assn.'s annual banquet. "The right to a voice carries with it the responsibility to have a conscience—and to use that voice to speak it," he said.

Gov. Collins stressed that for broadcasting to grow with America it must not "be driven into economic and legal corners." A broadcaster's "desire to serve the public interest can only be as meaningful as his ability to serve," the association's chief executive emphasized.

■ In his first public appearance as NAB's head man, Gov. Collins discussed the way he looks at his new role.

"It will be my purpose with NAB to be an advocate, not a referee, for broadcasting. Broadcasting, no less than an individual, has legitimate interests. And I shall to the best of my abilities articulate and advance these legitimate interests with reason and clarity and vigor."

But he pointed out that broadcasting, "far more than an individual, in turn has responsibilities. And it will be my purpose to articulate those responsibilities and advance their exercise with equal reason, clarity and vigor.

■ "Broadcasting is such a large part of America's voice; it must contribute importantly to its conscience as well," he stated.

"As we look to the future, broadcasting, I am fully convinced, has more to contribute to the accomplishing of the American dream than any other single private force.

"With you, I want broadcasters to grow in their capabilities and in their service—not in reaction to criticism, not just to make more money, but in ever-greater pride in their creative art." #

Ford TV Programming Aims at Daily TV Exposure: Buchanan

NEW YORK, Jan. 18—How does a major advertiser go about setting up a balanced tv-radio programming schedule?

The strategy used by the Ford division of Ford Motor Co. in reaching the greatest number of potential customers with its network investment was revealed here yesterday by Robert E. (Buck) Buchanan, vp in charge of tv-radio programming for J. Walter Thompson Co. He spoke before the Radio-TV Executives Society.

Somewhat apologetically, Mr. Buchanan explained that Ford's plans for next season and even its 1960-61 strategy might offer its competitors valuable ammunition, so, with his client's permission, he turned the calendar back to the 1957-58 season. He unwrapped the air media proposal as it was made by JWT and accepted by Ford three seasons ago.

■ The agency's first tv program choice at that time was the "Ernie Ford Show" because of its success as a daytimer the previous season, its appeal to the rural, older age group, and the fact that a musical-variety offers a good showcase for automotive commercials. Also important, Mr. Buchanan pointed out, was the fact that Mr. Ford offered excellent sponsor identification and "he would never work for another automotive."

To complement the Ford show, the agency selected alternate-week sponsorship of "Zane Grey Theater." The show offered little duplication of audience because of its appeal to younger families, Mr. Buchanan explained. "Suspicion," then a new show, was added to Ford's schedule next because mystery-dramas are preferred in metropolitan areas and by high income groups, Mr. Buchanan added.

■ To round out the tv schedule, Ford bought the Desi-Lucy specials because it was felt that a situation-comedy team of such popularity would attract a mass audience and help "combat the impact of 52 Chevrolet hours," the JWT executive said.

Ford continued its balanced buying on the radio side with five-minute Bing Crosby-Rosemary Clooney segments, a morning news roundup, the Arthur Godfrey show and a 15-minute Edward R. Murrow newscast in the evening, Mr. Buchanan explained.

With this balanced schedule, Ford had daily sponsorship representation, the agency vp pointed out. Ford was able to reach 83% of all U.S. tv homes within a four-week period, with an average of nine minutes of commercials per home reached, Mr. Buchanan said. The company's cost efficiency was $3.53, which was well below the nighttime average, he concluded.

[Editor's Note: From Ford's 1957-58 season as outlined by Mr. Buchanan, the only program still backed by the company is the Ernie Ford Show.] #

Gordon Baquie Named Head of Mail Pouch Tobacco

J. Gordon Baquie, onetime exec vp and sales head of Brown-Forman Distillers, has been named president of the Mail Pouch Tobacco Co., Wheeling, W. Va., a subsidiary of the Bloch Bros. Tobacco Co. Mail Pouch handles marketing for Kentucky Club pipe tobaccos, Mail Pouch and other chewing tobaccos and for Drinks Inc., producer of powdered, low-calorie soft drinks.

Mr. Baquie resigned from Brown-Forman in December, 1957.

Baldwin Plays Up Piano's Appeal to Kids in New Series

CINCINNATI, Jan. 18—A young lady seated at a new Baldwin Acrosonic piano, her fingers on the keys, kicks off a heavy magazine advertising program for Baldwin Piano Co.

"Judy" is illustrated in a full-page ad in the February issue of the *Ladies' Home Journal*. The *Journal* will be supported with full pages in *Good Housekeeping*, *Parents' Magazine* and *Farm Journal*, scheduled for the spring and fall months.

Judy loves her Acrosonic -
YOUR CHILDREN WILL LOVE IT TOO!
Acrosonic

Coordinated with this program will be one for the Baldwin-built Orga-sonic spinet organ which will run concurrently in *Better Homes & Gardens*, *House Beautiful*, *House & Garden* and *Town & Country*.

■ The Baldwin 1961 ad plans will include famous concert artists who specify the Baldwin Concert Grand. These insertions are scheduled for *The New Yorker*, *Saturday Review* and *Town & Country*, plus a broad schedule in music and professional journals.

For the first time, Baldwin is extending its advertising into Canada, using the Canadian *Reader's Digest*.

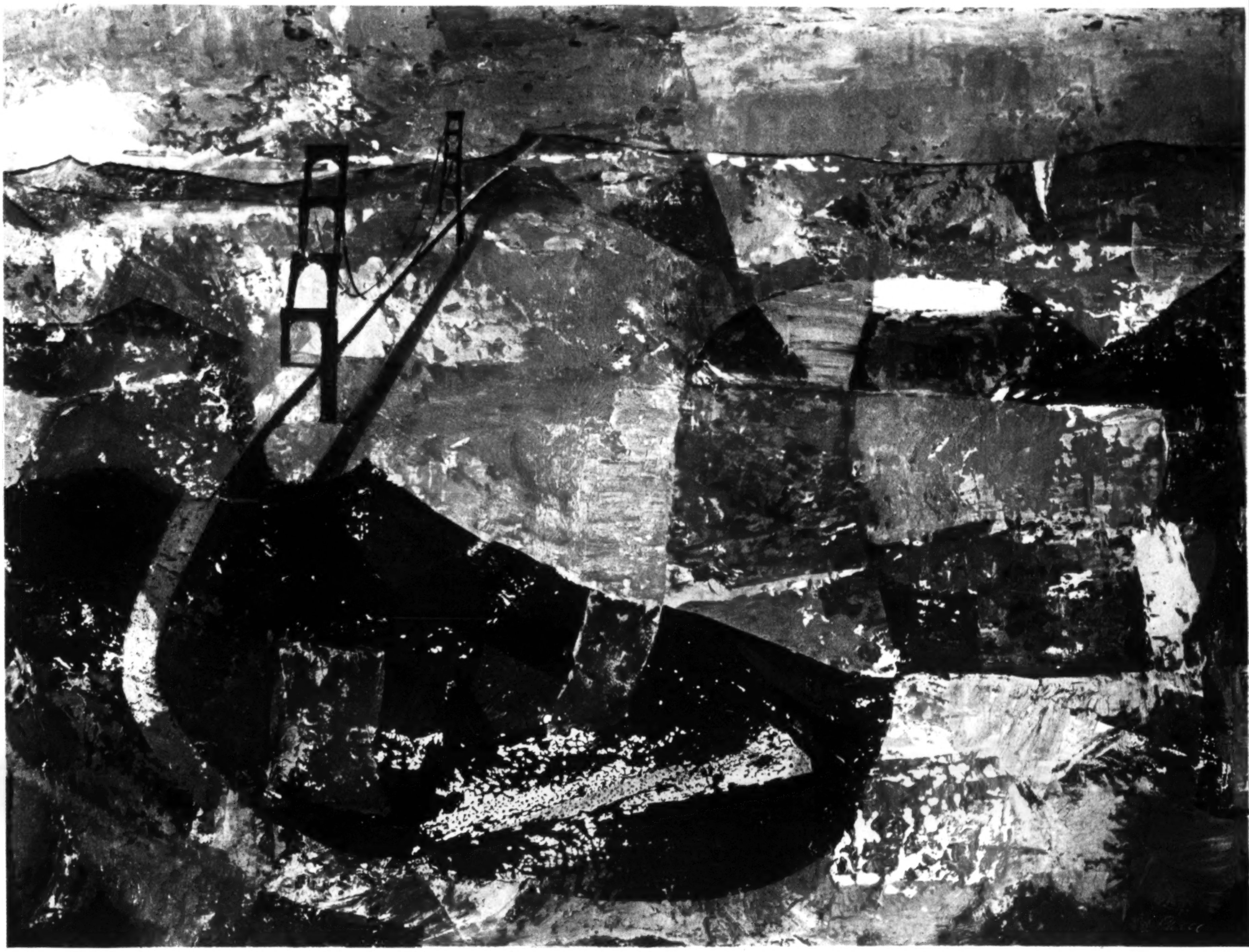
During the year Baldwin will stress unique promotions in two of its major campaigns calling for dealer tie-ins on the local level.

■ The Orga-sonic advertising in consumer publications is based on a program of dealer cooperation with the ads highlighting the offer, "You Can Play the Orga-sonic—and we'll show you how, right in your own home." Readers will be urged to call a Baldwin dealer for delivery.

Cunningham & Walsh, Chicago, is the Baldwin agency. #

MORE AND MORE PEOPLE ARE WAKING UP TO WILKINS!
Wilkins
COFFEE

DUAL PURPOSE—*This four-color ad is the first of a new series in newspaper supplements in the Washington-Baltimore area to promote Wilkins coffee. W. B. Doner & Co., Baltimore, is the agency for John H. Wilkins Co., Washington. The copy line, "More and more people are waking up to Wilkins," also is being used in radio and tv.*



"THE BRIDGE" (CASEIN) BY ALBERT JOHN PUCCI

Bridge to Color Excellence

In printing, the best equipment is no better than the people who run it.

For fine printing there must be the most modern equipment, manned by experienced pressmen. More important, there must be expert color control men whose art has become a sixth sense and who have complete authority over press operations.

Put these together and you have the best bridge to printing excellence. It exists at all four of these national printing companies operating under one management. It is a principal reason why, for a great many years, these companies have produced printing used by leading advertisers and publishers.

Leading advertisers and publishers depend on printing by:

Four Manufacturers of Quality Printing under One Management:

J. W. CLEMENT COMPANY
Executive Offices: 8 Lord Street
Buffalo 10, New York

CLEMENT COLORTYPE INC.
1800 West Fullerton Avenue
Chicago 14, Illinois

PACIFIC PRESS INC.
5201 South Soto Street
Los Angeles 58, California

PHILLIPS & VAN ORDEN COMPANY
4th & Berry Streets
San Francisco 7, California

SALES OFFICES: GRAYBAR BLDG., NEW YORK • FISHER BLDG., DETROIT

NBC, Auto Dealers to Promote Traffic Safety

National Broadcasting Co. and the National Automobile Dealers Assn., Washington, have joined forces to promote traffic safety. The combined public service campaign will consist of 10 spot ads weekly by NBC on its coast-to-coast program, "Monitor." NADA members in each city will extend full cooperation to their nearest NBC station, helping stations to increase audience and local sales, by pre-setting push button radios on new cars to the frequency of the local NBC station. Eisaman, Johns & Laws, Los Angeles, is the agency.

'Marketing Definitions' Booklet Published by AMA

A new glossary of commonly used terms in marketing, "Marketing Definitions," has been published by the American Marketing Assn., Chicago. The third such report since **1933**, when the AMA began its efforts to establish uniform terminology, the new brochure represents the composite thinking of more than 75 marketing experts. Priced at $1 for members and $2 for others, the report is available from the association, 27 E. Monroe St.

Hearst Boosts Chamberlaine

Harry Chamberlaine, vp in charge of research of Hearst Magazines, New York, has been named to the additional duties of director of Hearst marketing division. Mr. Chamberlaine succeeds Luke J. McCarthy, who has retired, but remains with the organization as a consultant.

Read-Poland Names McBee

Farris McBee, formerly with Welex Inc., has been named art director of Read-Poland, Fort Worth agency.

Boggs Bill Would Loosen Tax Clamp on 'Lobbying' Ads

WASHINGTON, Jan. 17—Rep. Hale Boggs (D., Ala.) has reintroduced a bill to allow tax deductions for lobbying expenses, including deductions for advertising aimed at influencing legislation.

The Boggs bill, which is now going under the title of H.R. 640, was unanimously reported out of the House ways and means committee last June (AA, June 20), but no further action was taken on it.

The bill deals with the whole knotty problem of "lobbying" expense. In addition to treating the advertising problem, it would also put an end to quibbling over dues payments to trade associations which engage in lobbying activity.

In the revised form previously approved by the committee, which parallels the present bill point for point, the legislation was tightened to guarantee that deductions be limited to situations where the advertising has a reasonable and necessary relationship to the business.

■ The bill specifies that "no expenditure which otherwise qualified as a deduction" shall be disallowed "merely because it is incurred to support or oppose or otherwise influence action by the Congress or by any legislative body of a state, a territory and possession of the U. S., the District of Columbia or any political subdivision of the foregoing, with regard to any legislation or constitutional proposal, or to support or oppose or otherwise influence action of the voters with respect to any legislation or constitutional proposal submitted to them by initiative, referendum, recall or similar proceeding."

■ Other bills affecting advertisers continued to trickle in at a restrained pace last week. No startling new proposals were embodied in the most recent batch.

Here's a rundown of the ones that could mean headaches for marketers:

- A bill introduced by Rep. Frank Smith (D., Miss.) to put clamps on direct mail ads by requiring that all pieces of third class matter mailed in bulk shall bear the sender's pledge to pay return postage at the current per-piece charge (H.R. 2307).
- A bill reintroduced by Rep. Eugene Siler (R., Ky.) to prohibit liquor ads from appearing in media circulated on an interstate basis (H.R. 2297).
- A bill reintroduced by Rep. Morgan Moulder (D., Mo.) to tighten provisions against misbranding and false advertising of decorative hardwood or simulated hardwood (H.R. 1949).
- Two bills with an eye toward putting U. S. marketers on more even terms with foreign manufacturers were also introduced in the House. They include a proposal by Rep. Samuel Stratton (D., N. Y.) to prohibit advertising of articles produced in the Soviet zone of Germany unless the ad clearly states where the merchandise comes from (H.R. 2323). The other, introduced by Rep. Edgar Hiestand (R., Cal.), would make foreign commerce and trade statistics available to marketers (H.R. 2032).

■ On the Senate side, the majority leader, Mike Mansfield (D., Mont.), introduced a bill aimed at reforming parts of

FIRST in Cleveland in all DRUG ADVERTISING*

6TH in America in total Advertising

Cleveland Plain Dealer

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,347,689	$1,977,224	$4,324,913
Retail Food	581,935	498,319	1,080,254
Retail Drug	92,487	59,441	151,928
Automotive	357,776	368,264	726,040
Gas Stations	144,966	161,669	306,635
Furniture, Hsld. Appliances	121,723	86,025	207,748

(Source, Sales Management Survey of Buying Power, May 10, 1960)

Akron, Canton and Youngstown Counties are not included in above sales

HERE IS THE COMPACT MARKET WITH RETAIL SALES LARGER THAN ANY ONE OF 35 ENTIRE STATES

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network.
Eastern Resort, Travel Representative: The Kennedy Co., 420 Lexington Ave., N. Y. • 9801 Collins Ave., Miami Beach 54, Fla.

*Source, Media Records

The Temptation of Beautyrest
Beautyrest by Simmons

POOCH PERCH—*The temptation of Beautyrest proves too much for man's best friend in this Simmons campaign which usually features a reclining human. The color page will run in February issues of Ladies' Home Journal, Life and Look. Young & Rubicam is the agency.*

the election campaign. His bill would reimburse political parties up to $1,000,000 for radio and tv expenditures rung up by their Presidential candidates (S. 227).

Also reintroduced were three bills by Sen. Estes Kefauver (D., Tenn.) to beef up anti-trust legislation, including proposals to require prior notification of corporate mergers and acquisitions and to make the Sherman Act applicable to certain aspects of baseball. #

Schenley to Shift Brands

Schenley Industries, New York, will "in the very near future" switch advertising for Long John scotch from Kleppner Co. to Mogul Williams & Saylor. Another Schenley import, Marie Brizard liqueur, will shortly be taken over by Schieffelin & Co., whose agency is Donahue & Coe. The present agency, W. B. Doner & Co., will give up the account Feb. 1.

First Investors Back to Vos

First Investors Corp., New York, one of the U. S.' largest retailers of mutual contractual funds, has moved its account from Bruce Friedlich & Co. back to Frank Vos & Co., New York. The account first shifted to Vos two years ago from Arthur A. Judson Inc. It followed Mr. Friedlich out of Vos when he formed his own agency last February.

Keeler Joins Anderson

Edward E. Keeler, president of the old Western Advertising Agency, Los Angeles, for 18 years and a vp of Compton Advertising since the two agencies' merger three years ago, has joined Anderson-McConnell Advertising Agency, Hollywood, as industrial ad director.

Olin Boosts Schrauf

R. N. Schrauf has been named marketing director of the organic chemicals operations of Olin Mathieson Chemical Corp., New York, succeeding L. E. Russell, who has resigned. Mr. Schrauf formerly was sales development manager of the division.

Scott to Rosenthal

Scott Chemical Co., subsidiary of American Photocopy Equipment Co., Evanston, Ill., has appointed Albert Jay Rosenthal Co., Chicago, to handle its advertising.

TV Commercials Festival Set for May 4 in New York

The second American Tv Commercials Festival will be held in New York May 4. Entry deadline is March 1, according to Wallace A. Ross, festival director. The TV Commercials Council will select the top commercial in each of 30 product categories. In addition, the council will award special citations for advertising achievement and craftsmanship where appropriate. The festival office is at 40 E. 49th St., New York.

PR Club Plans Course

The Publicity Club of Chicago will begin a 10-week course on practical publicity beginning Feb. 27. First speaker is John Routledge, of Turner Advertising Agency. The meetings will be held in the People's Gas Bldg.

Georgia Daily Boosts Cornett

John Cornett has been named promotion manager of the *Ledger* and *Enquirer*, Columbus, Ga., following the resignation of Robert G. Turner, formerly general advertising and promotion manager, to join Royal Crown Cola Co. (AA, Jan. 16). Mr. Cornett formerly was assistant promotion manager. D. L. Chapman, formerly personnel manager, was named general advertising and personnel manager.

Jenkins Offers Fee System

Jenkins Advertising, Cincinnati, has developed a "supplementary staff plan" to offer medium-size advertisers the varied services of an agency on a fee basis. Media commissions are remitted to the client, under this system, and a single monthly fee is charged, depending on the amount of services used.

Unusual Offering

FILM or PHOTO STUDIO SPACE

For Rent

Near North Side
56 E. Superior St.

8,325 Sq. Ft.

- Ground Floor
- Offices and 15 ft. Ceiling Studio
- Private Truck Entrance
- Sprinklered

Also Upper Floor Space 5,000 Sq. Ft. and up.

Call Mr. Krueger

BROWNE & STORCH, INC.
919 N. Michigan Ave.
Chicago 11, Ill.
Tel.: WHitehall 4-7373

We Have a Reputation For Moving Mountains

Mountains of Merchandise, that is!

The Fort Worth Star-Telegram covers the 100-county Fort Worth Market* as no other medium. The more than 200,000 subscribers in this gigantic area put a lot of faith in the Star-Telegram. They have been doing so for more than 55 years. There are more "sensational" newspapers. There are a few "larger" ones—but there is NONE that has the loyalty and faith in the believability and reliability of the medium as does the Fort Worth Star-Telegram.

Therefore, it's a good medium—as good as you can get—to sell your merchandise or services.

May we move a mountain for you?

*The Fort Worth Market represents ONE-FOURTH of ALL business done in Texas, according to the latest Sales Management figures . . . covered thoroughly every day by the . . .

FORT WORTH STAR-TELEGRAM

Amon G. Carter, Jr., Pres. & Nat'l Advertising Director
Ralph D. Ray, Nat'l Advertising Manager

LARGEST COMBINED DAILY CIRCULATION IN TEXAS

without the use of schemes, premiums or contests
"Just a good newspaper"

First Report of The Detroit News average pa

The Detroit News
SETS NEW U.S.

On November 7, 1960 the Detroit Times ceased publication.
How has this affected The Detroit News circulation?
How have Detroit News advertisers benefited?

You'll find the answers in The Detroit News interim circulation report as submitted to the Audit Bureau of Circulations, subject to audit, for the period of October 1 to December 31, 1960. The report shows that The Detroit News average circulation from November 7 to December 31, 1960—the period after the Times ceased publication—is the highest of any evening paper in the nation! It also shows that The News has America's highest ABC-substantiated home-delivered circulation!

Total weekday paid........**737,415**

Total Sunday paid........**933,339**

In the six-county retail trading area where 98% of Detroit's retail business is done, the report filed with ABC shows Detroit News average circulation, Nov. 7 to Dec. 31 . . .

Weekday retail trading area paid.............**708,514**

Sunday retail trading area paid..............**801,155**

as reported to ABC, subject to audit, for Nov. 7 to Dec. 31, 1960

id circulation, Nov. 7 to Dec. 31, 1960 shows:

CIRCULATION MARKS!

These figures show that The Detroit News has gained a total average of 255,031 readers weekdays, and 285,893 Sundays, over The News ABC figures for the six months ending September 30th of last year.

Today The Detroit News coverage of the metropolitan Detroit market is 65% weekdays and 72% Sunday—the first time any ONE newspaper in a metropolitan market the size of Detroit can offer advertisers such saturation coverage. To equal this coverage in any other of the top five metropolitan markets would require two, three, or even four newspapers.

As a result, Detroit News advertisers enjoy the lowest milline advertising rate available in any other of the nation's five largest markets—$1.90 weekdays; $1.66 Sunday.

Today in Detroit, ALL YOU NEED IS THE NEWS!

The Detroit News

INCLUDING BEST FEATURES FROM

Detroit Times

New York Office: Suite 1237, 60 E. 42nd St. • **Chicago Office:** 435 N. Michigan Ave., Tribune Tower • **Pacific Office:** 785 Market St., San Francisco • **Miami Beach:** The Leonard Co., 311 Lincoln Road

The Editorial Viewpoint . . .

Washington (Adclub) Spectacle

We have tried to point out that local adclubs have a responsibility to their members and to the public to set advertising's record straight—to put in its proper perspective the function that admen perform in the over-all marketing structure. Above all, we have tried to show that it's the job of adclubs throughout the country to set an example for advertisers to follow in addressing themselves to the community.

It is with this in mind, then, that we react to a testimonial luncheon given by the Washington Advertising Club last week (AA, Jan. 16). The adclub singled out for honors a broadcaster whose stations—less than a month ago—were put on short-term licensing after the FCC found difficulty in agreeing that the management measures up to "public interest" standards.

Presumably there are many good things about this man which induced his associates to single him out for honor. Obviously, however, it is questionable taste to give a man a citation for broadcasting in the public interest when the federal agency which is well informed on these matters had just ruled that it has its doubts.

This act is made particularly regrettable because it occurs in the nation's capital, at a time when a new administration is coming into office—an administration that needs to be convinced that the advertising profession isn't loaded with opportunists and "fast buck" boys, as party spokesmen have charged.

Having said this about the adclub, what is to be said about the public officials who lent their names to the occasion?

The main speaker was Sen. Henry M. "Scoop" Jackson, chairman of the Democratic National Committee. Should his flowery remarks in behalf of the honored guest be interpreted as a top-level rebuke of the FCC?

Finally, what about the two FCC commissioners who accepted invitations to sit at the head table? While their integrity is beyond reproach, since they were two of the four commissioners who had voted to issue the reprimand, which testimonial to this man did they mean: The one they voted on Dec. 14, or the one they implied by their presence last week?

The Economics of Television

Richard C. Killin, who looks after legal affairs for Young & Rubicam, says that the problems of the level of television programming are not really the fault of advertisers or agencies or producers or networks or stations. The problem is entirely one of economics.

"It is the huge amount of money that is necessary to keep the medium fed that creates the problem," Mr. Killin told the Admen's Post of the American Legion in New York. "This is what reduces television to a mass medium, where mass audiences are needed to justify this cost. It is a paradox that increased expenditures across the board don't improve the general level of programming quality. On the contrary, the quality level in terms of content, rather than techniques, is likely to be reduced by the economics of television costs."

What Mr. Killin is saying, we believe, is that television programs cost so much that they are completely uneconomic unless they attract huge audiences, and that as the cost rises, the need for more sure-fire audience attraction also rises, so that we have a vicious circle in which added expense is put into making the program more provably acceptable to the masses—which in turn pretty much means seeking out the broadest possible level of mass mediocrity.

Mr. Killin is right, of course. The fact that television is, by its very nature, a mass medium is precisely what causes so much criticism of its programming. The more it does a successful job of attracting the masses, the more it irritates those segments of the masses who want something a little different from what everyone else is getting.

But there is another aspect, too. As was the case with radio, television costs have been skyrocketed by thoughtless talent and sponsors who have been willing to pay larger and larger prices for top shows, to the point where no one actually benefits and all are hurt.

Let Nothing You Dismay

The principal subject of conversation everywhere at the Newspaper Advertising Executives Assn. annual meeting was frequency and volume discounts for national advertisers.

The recent large increase in publications offering such discounts, and the multiplicity of plans and arrangements under which such discounts are given, has created a number of problems for both newspapers and advertisers.

As we have said before, the national advertiser and the agencies welcome the discount idea, but it will not work well and achieve its utmost benefits if there are too many different forms of discounts and if it becomes too difficult for agency media departments to cope with them.

Basically, however, we are convinced that frequency and volume discounts make sense, and that when they are finally shaken down, they will prove a valuable addition to the advertising media scene.

Gladys the beautiful receptionist

—Bill Brusman, Nelson Stern Advertising, Cleveland.

"That new account exec is so eager he's going to see Kennedy for a piece of that increased Space Program!"

What They're Saying . . .

Sick, Sick, Sick

Were a healthy Eskimo or a native of remote Tibet to take up residence in our midst and, with the aid of an interpreter, learn about American life only, or mostly, from the tv screen, he would have to conclude 99 out of 100 are hypochondriacs or sick.

Tv commercials, or certainly what seems to be the majority, are illustrated and spoken to make us want to remedy what ails our digestive tracts, our aching backs, our poor complexions, our streaky hair or that rundown feeling . . .

The so-called "cures" are a greater menace to our culture and our sanity than almost all our real or imaginary diseases.

—From an editorial in the Herald, Bridgeport, Conn.

The Real Culprits

We dislike and deplore commercial ugliness along our highways; but legislation prohibiting advertising devices within 660 feet of interstate highways isn't the face-lifter required to make our roadsides the prettier.

Such legislation amounts to politician-persecution of professional sign and lithography businesses which really aren't to blame for our roadside blemishes.

The real ugliness offenders along our thoroughfares are those non-pro erectors of signs whose We Fix Flats, Hot Dogs, Sweet Corn, Fresh Fruit and Chicken in the Basket run the gamut of garishness and go from here to illiteracy in bad spelling and hideousness of construction. The billboard firms, sole targets of this state's proposed legislation, are the ones who create and erect attractive advertising.

—From the Erie Story, published in Erie, Pa.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

Published at 200 E. Illinois St., Chicago 11 (DE 7-5200). Offices at 630 Third Ave., New York 17 (YUkon 6-5050); National Press Bldg., Washington 4, D. C. (RE 7-7659); 806 New Center Bldg., Detroit 2 (TR 2-7211).

Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

EDITORIAL

S. R. Bernstein, editorial director. **John Crichton**, editor. **Jarlath J. Graham**, managing editor. **Don Morris**, assistant managing editor.

Senior editors: Washington—**Stanley E. Cohen**. New York—**James V. O'Gara** (in charge), **Maurine Christopher** (broadcast), **Milton Moskowitz** (international). Chicago—**Emily C. Hall** (features), **Merle Kingman**.

Associates: New York—**Lawrence Bernard, Phyllis Johnson, Denis Higgins, Ramona Bechtos**. Chicago—**Albert Stephanides, Shirley Ullman, Emmett Curme, Lawrence E. Doherty, Cynthia Eaton**. Detroit—**John J. McGinnis**. Washington—**Rance E. Crain**.

F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **John B. Carlson**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, William A. Maher, Alfred Malecki, B. Richard Weston**. Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Jack Barnett**. Los Angeles: (Simpson-Reilly Ltd., 1709 W. 8th St., HU 3-0561) **Walter S. Reilly, James March, William C. Pritchard, Murray Keatinge**. San Francisco: (Simpson-Reilly Ltd., 703 Market St., DO 2-4994) **Richard B. Paulsen**. Portland, Ore. (Frank J. McHugh Co., 520 S. W. Sixth Ave., CA 6-2561) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co., 101 Jones Bldg., MA 4-3840) **Thomas A. Knowles**. London: Publishing & Distributing Co., Ltd., Mitre House, 177 Regent St., London W1. Paris: Gerard Lasfargues, 186 Boulevard Malesherbes, Paris 17.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

"Hamm Brewing builds to national brand by '70," the headline says.

That means it will continue to soar in the soaring '60s.

•

A news story says that Zenith is planning a print campaign for its hearing aids.

Radio's solicitation of the account fell on deaf ears.

•

Parade calls attention to the big investment made in its space by General Foods, General Mills and General Motors.

If you can get the generals on your side, the colonels, majors, captains and privates are supposed to follow.

•

Sidney S. Goldfish, director of the *Minneapolis Tribune's* Poll of Public Opinion, was shown in an ad eating his hat, but actually his forecast of election results was so accurate he didn't have to.

Anyway, he said the hat tasted awful.

•

And Hat Corp. of America tried to shame the army of non-hat wearers by showing a beatnik type as the kind a hat won't help.

Is it true there aren't any bald-headed beatniks?

•

Paul Mazur says it isn't true that Americans are smug and purposeless, spending too much on personal satisfactions, as some of the new frontiersmen would have us believe.

The income tax collector has taken care of that.

•

If Walter Guild's suggestion for an ad manager and agency to plan a campaign to explain advertising is adopted, the big problem will be getting the client to decide what he wants to say.

•

Magazines are trying hard to make their space more attractive to advertisers, and some have even agreed to bleed for their customers—without charge.

•

"There's more fascination about money—and more frustration, exhilaration and joy—than about anything else you can think of," says *Ladies' Home Journal*.

And when you put women and money together, you have a remarkably fascinating combination.

•

"How Noxzema launched a new skin lotion—with a telegram and a sample," is told by Western Union.

And the sample wasn't a facsimile, either.

•

"If you're our kind of writer," says an agency classified ad, "you'll be so well rewarded and happy here you'll never again answer an ad like this."

Maybe not, but some people never think they're rewarded quite well enough.

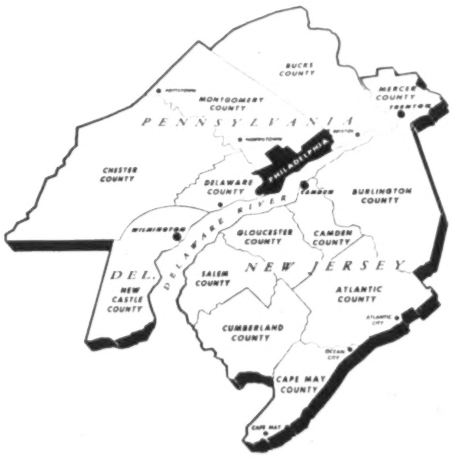
•

Wrigley's Spearmint would profit from getting a little of that bountiful publicity Phil Wrigley has received as the result of his new Cubs coaching staff-sans-manager setup.

COPY CUB.

77 PERCENT OF DELAWARE VALLEY'S LUMBER AND BUILDING SUPPLY SALES ARE MADE IN THE SUBURBS

The Philadelphia Inquirer delivers your advertising to 33% more suburban men readers than does any other Philadelphia newspaper.


BUCKS COUNTY
MONTGOMERY COUNTY
MERCER COUNTY
TRENTON
PENNSYLVANIA
PHILADELPHIA
CHESTER COUNTY
DELAWARE COUNTY
CAMDEN
BURLINGTON COUNTY
DELAWARE RIVER
WILMINGTON
GLOUCESTER COUNTY
CAMDEN COUNTY
NEW JERSEY
DEL.
NEW CASTLE COUNTY
SALEM COUNTY
ATLANTIC COUNTY
ATLANTIC CITY
CUMBERLAND COUNTY
OCEAN CITY
CAPE MAY COUNTY
CAPE MAY

Sources: 1960 Sales Management Survey of Buying Power; Continuing Study of Adult Newspaper Readership by Sindlinger & Company, Inc. based on over 50,000 interviews, 1957-59. (Summary of 1959 study available on request.)

$1000
$1000
Deed
be served the within
at No.
upon
in the

TITLE INSURANCE
POLICY
Title
Mortgage

A NEW KIND OF JOURNALISM

There's been a revolution in the home service field . . . and American Home triggered it. Going far beyond the "how-to-do-it" limitations traditionally associated with home service magazines, American Home has created a new kind of dynamic journalism, concerned with the most basic problems of home ownership. Its impact is felt well beyond the sphere of 12,000,000 men and women readers. A current article on exorbitant closing costs, for example, has been quoted in detail by nearly 1,000 newspapers from coast to coast.

American Home consistently crusades on the home owner's behalf. It attacks the notorious home improvement and repair rackets that bilk the public of 500 million dollars every year. It denounces ridiculously outmoded building codes that increase building costs, prevent the use of new construction materials and stunt the advance of architectural design. It concerns itself with the activities of regulatory bodies and lending institutions on matters affecting the home owner or prospective buyer.

This is only one aspect of the new vitality American Home has brought to home service magazines. Newsstand and advertising gains attest to its success.

AMERICAN
HOME

A Curtis Magazine read by 12 million home-conscious men and women

Ask the man who tones one!

If you're fussy about the quality of reproductions—never content with "almost perfect"—then Century Service is what you should become acquainted with, without one more day's delay!

You can be certain with
CENTURY
ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B & W and Color Proofing
Duplicate Photoengravings

160 East Illinois St., Chicago 11 • DElaware 7-1541

Information for Advertisers

"An Examination of Various Aspects of the Defense Market," a research report which probes into the nature and makeup of the defense market to reveal forces currently at work and spotlight trends that will shape the market's future, has been published by and is available from the Marketing Services Division, Smith, Winters, Mabuchi Inc., 130 W. 57th St., New York 19.

• Gumaelius, Stockholm agency, has published a booklet describing some of the peculiarities of the Swedish market, plus telling of its facilities for sounding out potential customers and gaining their confidence and arousing their interest in products. Additional information may be obtained from Gumaelius, Stockholm.

• "How Canadian Contractors Buy Construction Equipment," a 124-page report on the industrial buying process, has been published by and is available from the Research Dept., **Hugh C. Maclean Publications Ltd.**, 1450 Don Mills Rd., Don Mills, Ont.

• Facts about the size and potential of the commercial restaurant industry and its emphasis on diversification are included in the latest media data file published by and available from **American Restaurant**, 5 S. Wabash Ave., Chicago 3.

• "Graphic Highlights from the Ohio Farm Petroleum Market," which illustrates the steady growth in mechanization of Ohio farms, plus revealing facts about brand preferences in automotive and petroleum products, has been published by and is available from the Research Department, **Home State Farm Publications**, 1010 Rockwell Ave., Cleveland 14. #

C-M to Publish 'Int'l Science & Technology' in '62

NEW YORK, Jan. 17—A new monthly magazine, *International Science & Technology*, will be launched in January, 1962, by Conover-Mast Publications.

William G. Maass, director and vp, now publisher of *Space/Aeronautic* and *Business/Commercial Aviation*, will be publisher. Mr. Maass, who is in charge of publication development, will devote his entire time to the new magazine.

It will have an initial controlled circulation of "well over 100,000." Neither format nor rates have been determined yet. The ad director will be named later.

The magazine will bring to nine the total of trade and technical magazines published by Conover-Mast. It will review and interpret the industrial significance of developments in advanced areas of technology and science.

According to B. P. Mast Jr., president, it will be the largest technological publication to be launched since World War II. The decision to publish followed five years' research, and the company has set a budget of more than $1,000,000 to launch it. #

Newman Agency Principal

Lavidge & Davis, Knoxville, has changed its name to Lavidge, Davis & Newman, with the election of Sam B. Newman as senior vp and creative director. John Ward has been promoted to vp in charge of radio and tv, and Erling Thomas was named vp in charge of the agency's High Point, N. C., office.

'GQ' Names Racusen

Gentlemen's Quarterly, New York, has appointed Bernard Racusen sales promotion manager, succeeding Frank Byrne, who becomes head of the magazine's apparel advertising. Mr. Racusen was formerly ad manager of F. Jacobson & Sons Inc.

American Mutual to Cabot

American Mutual Liability Insurance Co., Wakefield, Mass., has appointed Harold Cabot & Co., Boston, to handle its advertising. Cabot will also handle advertising for the company's affiliate, Allied American Mutual Fire Insurance Co.

Managers AND Clerks Sale!
Managers AND Clerks Sale!
Managers AND Clerks Sale!
Managers AND Clerks Sale!

IN BUFFALO Food Stores Start the Day Right...in the Morning

Five out of six of Buffalo's largest retail food advertisers all run the *first* announcements of their weekly offerings in the *Morning* Courier-Express. They catch the housewife when she's planning menus and making up her shopping list.

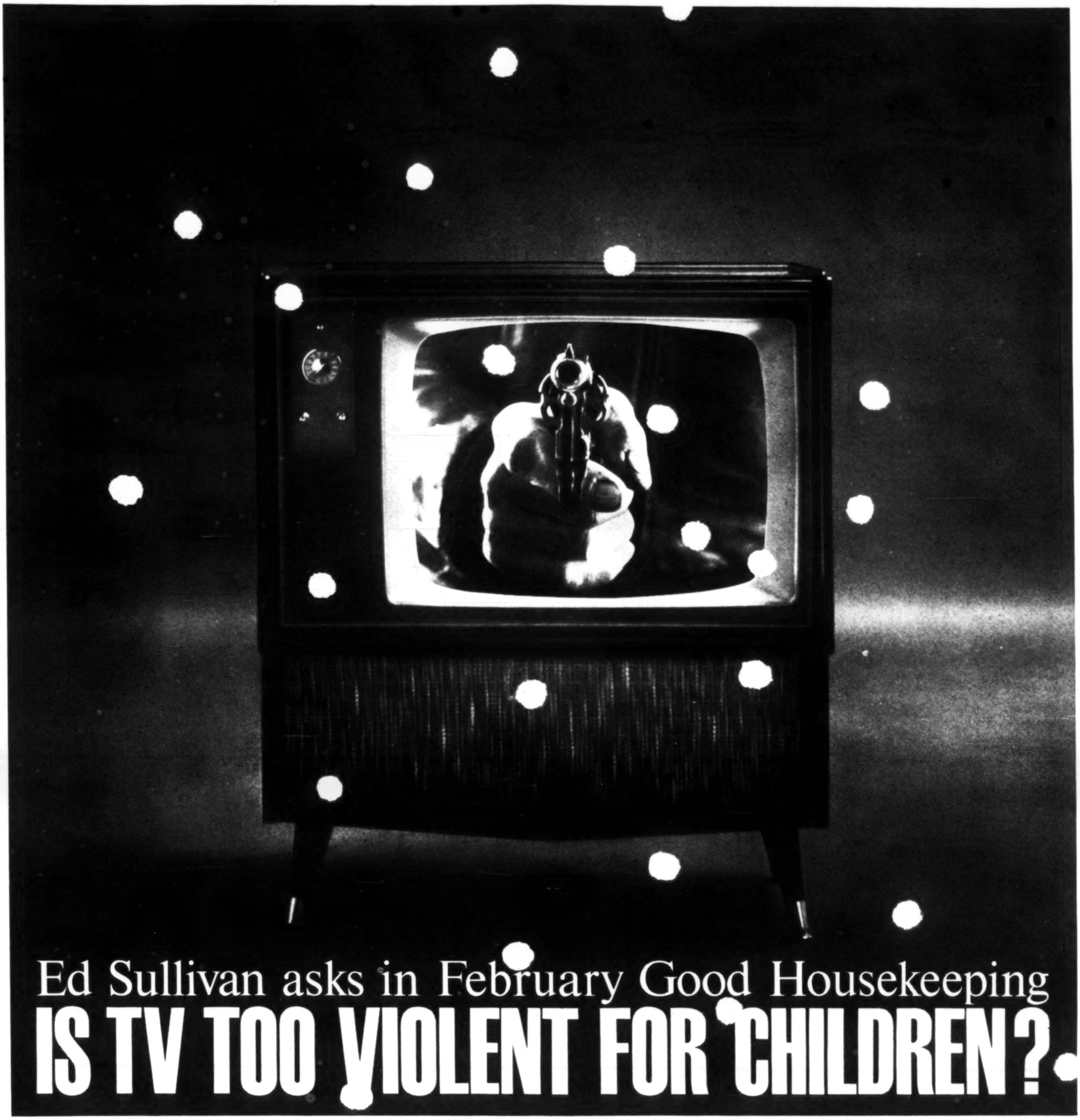
Last year, the Courier-Express carried a weekly average of 11 pages of retail grocery advertising. This in-the-morning selling power of the Courier-Express is further proved by leadership in such major classifications as men's clothing stores, women's clothing stores, men's-women's clothing stores, automobile dealers and many others.

Whether you sell men—or women—or both, you cannot reap your full share of the Buffalo market without the Courier-Express.

FOR MORE ADVERTISING FOR YOUR DOLLAR concentrated on those with more money to spend use the *Morning* Courier-Express to reach Western New York's top 160,000 households.

FOR SATURATION use the *Sunday* Courier-Express, the state's largest newspaper outside of Manhattan, to blanket the 489,903 families in Buffalo and the eight surrounding counties.

For Total Selling in this Great Market
Buffalo Courier-Express
ROP COLOR 7 DAYS
Represented Nationally by
NEWSPAPER MARKETING ASSOCIATES
SCOLARO, MEEKER & SCOTT DIVISION
New York, Chicago, Philadelphia, Detroit
DOYLE & HAWLEY DIVISION
Los Angeles and San Francisco



Ed Sullivan asks in February Good Housekeeping

IS TV TOO VIOLENT FOR CHILDREN?

Yes! says Mr. Sullivan. And he urges stronger parental control of viewing. He also advises parents to demand that TV eliminate violence during hours when children watch. In an article sure to draw sharp comment from viewers, networks and sponsors, Mr. Sullivan takes off after westerns and crime shows. But only for children. He stresses that he isn't against westerns, as such—and that he *is* against censorship. But he states flatly that he wouldn't let *any* youngster under fourteen watch *any* western at *any* time. And he tells why. This is typical of the editorial excitement that always surrounds your advertising in Good Housekeeping.

ERICH MARIA REMARQUE IS BACK AND WE'VE GOT HIM! ...Mr. Remarque's first romantic novel since 1954, major fiction event for the millions who read "All Quiet on the Western Front" and "Arch of Triumph." Written in the grand tradition, "Heaven Has No Favorites" expresses a philosophy of life and death many will consider radical. Set in contemporary Europe, it is the story of a racing driver and a sanitarium patient who could not afford tomorrow.

WHAT DO BLUE CROSS AND BLUE SHIELD REALLY COVER?...This startling article shows how many families are financially crippled by illness, even though they thought they were "covered" by health insurance. Good Housekeeping reports that coverage varies widely from state to state, and points out "the national crazyquilt of benefits." First of a major new series, based on depth research.

PRO'S AND CON'S OF THE 900 CALORIE FORMULA DIETS ...Millions of people are now drinking the new liquid formula diets. How good are they? Are they safe? Is weight loss permanent? Are nutritional needs really met? Good Housekeeping answers all these questions and more.

AREA RUGS—THE BIG NEWS UNDERFOOT...The second in Good Housekeeping's now-famous annual reports on floor coverings—the first one made history! All about area rugs, one of today's most effective decorating choices.

JUST ADD CHEESE...New ways to enjoy cheese! These recipes will be treasured by cheese addicts (and almost everyone *is* a fan for cheese, of course!) Tortes, omelets, crepes—fondues, popovers—even an oyster stew! Memorable recipes developed and perfected by Good Housekeeping's food-loving kitchens, in luscious color pages, plus a "Dutch door" recipe booklet to lift out and prop up on the stove.

SEW LIKE A MODEL...One of New York's most famous fashion models sews her own beautiful clothes. Good Housekeeping presents her wearing a fabulous wardrobe which women who sew can duplicate for about $50! Typical of Good Housekeeping's fashion coverage ...expertly chosen designs, within easy reach of any woman's talents and budget.

Replacement or refund of money
Guaranteed by Good Housekeeping
if not as advertised therein

Good Housekeeping
A HEARST MAGAZINE
Magazine and Institute

Honoring the Minds that meet the Challenge of the '60s...

IRE remembers the MAN

. . . for advancements in data transmission

INSTITUTE OF RADIO ENGINEERS

The *Medal of Honor*, IRE's highest annual technical award in the field of electronics, goes this year to Dr. Harry Nyquist, consulting engineer, "for fundamental contributions to a quantitative understanding of thermal noise, data transmission, and negative feedback." IRE is proud to honor Mr. Nyquist, and to salute all who, in this challenging decade of the '60s, work for the advancement of electronics and apply it to the betterment of our lives.

Your company, too, has to meet the challenge of the '60s in the vast radio-electronics field; to do so, it too must "remember the man"—must reach the top-level minds who control purchasing for electronic equipment, components and supplies. 65,243 (ABC) of them read **Proceedings** every month—ACT on what they read. Present your company's facts in **Proceedings**—and watch the reaction!

Harry Nyquist

For a share in the present, and a stake in the future, make your product NEWS in

Proceedings of the IRE • The Institute of Radio Engineers

Adv. Dept. 72 West 45th St., New York 36, N. Y. • MUrray Hill 2-6606 BOSTON • CHICAGO • MINNEAPOLIS • SAN FRANCISCO • LOS ANGELES

The Miami Herald
Mother Nature on Parade

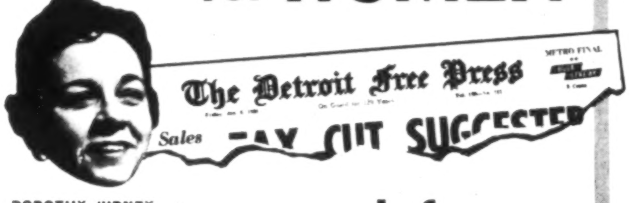
MARIE ANDERSON
Women's Editor
Miami Herald

BEST pages

THE CHARLOTTE NEWS
FINAL

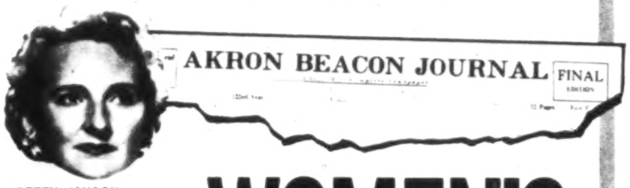
MRS. MARGARET CLAIBORNE
Women's Editor
Charlotte News

for WOMEN



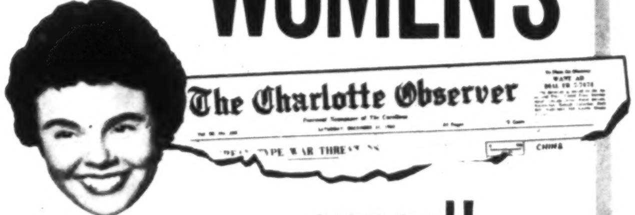
DOROTHY JURNEY
Women's Editor
Detroit Free Press

. . . and for



BETTY JAYCOX
Women's Editor
Akron Beacon Journal

WOMEN'S



LEE WINTER
Women's Editor
Charlotte Observer

appeal!

THE MIAMI HERALD • THE DETROIT FREE PRESS
THE AKRON BEACON JOURNAL • THE CHARLOTTE OBSERVER
THE CHARLOTTE NEWS

FIVE AWARD-WINNING NEWSPAPERS

Dedicated to The Interest of All Their Readers

It's OFFICIAL now!

The best and most interesting place to reach your women customers is in the pages of Knight newspapers . . . because they have some of the best and most interesting women's pages in the world.

The University of Missouri School of Journalism has just made a series of new and significant awards to the women's sections of newspapers they judged to be of greatest interest to women readers.

The Miami Herald's women's pages received first place among all newspapers over 100,000 circulation. The Detroit Free Press women's pages were second in the same category. And the Charlotte News was first among all newspapers with a circulation between 25,000 and 100,000.

These awards are the first in an annual program established by the University of Missouri and the J. C. Penney Co. Their purpose is to stimulate development of better women's pages in newspapers.

The women's pages of the two other Knight newspapers, the Akron Beacon Journal and the Charlotte Observer, have won their share of awards, too. The Beacon Journal has won first place from 1957 through 1960 in the Ohio Newspaper Women's Association . . . and the Observer last year won four first places in the North Carolina Press Women's contest.

Knight newspapers are proud that their women's writers and pages have received so many awards over the years from so many expert judges. But it's no surprise. This is the same kind of rewarding recognition these papers get every day from the keenest judges of all—the perceptive women readers in the various communities.

Getting Personal

Minneapolis is getting a Boys' Club, thanks to a $60,000 gift from the Fawcett family—W. H. Jr., Roger, Gordon, Roscoe and Marion—as a memorial to their mother, the wife of the late W. H. (Capt. Billy) Fawcett. The donation by the family which controls Fawcett Publications will cover the purchase cost of the club quarters, to be known as the Claire Fawcett Bldg. . . .

Manhattan Shirt Co.'s marketing vp **Bob Leeds** and wife Irene are celebrating a new addition to their "women's line," a baby girl named Leslie Anne, born Jan. 10 . . .

Mark Klauser, director of advertising and publicity at Ohrbach's, New York, was inducted into the store's 20-year club Jan. 11. A $100 U. S. Savings Bond and a gold pin went with the honor . . .

Don L. Kearney, director of sales for Corinthian Broadcasting Co., is chairman of the radio-tv division of the Greater New York USO's drive for funds . . .

William A. Riple, general manager of WAST-TV, Albany, has been named tv man of the year in the Albany area by *Knickerbocker News'* columnist Walter Hawver . . .

Bowman Kennedy Davis

HABIT-FORMING—*For the seventh time, Byer & Bowman Ad Agency, Columbus, O., has won a silver award for outstanding citizenship from the United Appeal of Franklin County. Gus K. Bowman Jr. and Leo Kennedy, representing the agency, are shown here accepting the award from W. Rex Davis, president of United Appeal.*

Stanley Leipzig, director of station relations for the S. Jay Reiner Co., New York, is the proud father of a son, Gregg Matthew . . .

For the 12th consecutive year Peters, Griffin, Woodward, New York station representative, has honored two of its staffers with "Colonel of the Year" awards. **Thomas A. Taylor**, Chicago, has been named Radio Colonel of the Year 1960, and **William G. Walters**, New York, Television Colonel of the Year. The awards are accompanied by a "major financial consideration" . . .

There's much joy in Mamaroneck. The Community Chest program—guided by some Madison Ave. men—has more than achieved its goal of $43,900 (to help some 14 different community agencies). Campaign chairman was **Ralph Froelich**, vp and general manager of Grey Advertising. **Robert Arbib**, copy supervisor at Kenyon & Eckhardt, wrote copy for campaign material. Other workers included **Juke Goodman** of Warwick & Legler, **Herb Bijur** of *McCall's*, and **Joe Dine**, eastern manager of Pat McDermott Co. . . .

The turn of the year produced two babies at TV Q, New York qualitative tv service. **Herb Altmans**, client contact supervisor, and wife Mildred adopted six-month-old Jonathan Alan Dec. 30. And on Jan. 2 a daughter, Jill Lauren, was born to **Arnold Klugerman**, supervisor of TV Q and wife Phyllis . . .

Jim Schule, vp and secretary of BBDO, and **Frank P. McGowan**, executive director of the Southwest edition of the *Wall Street Journal*, Dallas, were made Knights of Malta by Cardinal Spellman in services at New York's St. Patrick's Cathedral Jan. 16 . . .

New Editions: **Dale Biddle** of Biddle Advertising Agency, Bloomington, Ill., added another boy to his family Jan. 9, for a current total of two boys and a girl. For **Everett Biddle**, Dale's father and head of the agency, it increased the number of grandchildren to six. And **Jack Dunn**, ad rep for *Ladies' Home Journal*, and his wife welcomed their fifth child, third son, John Francis Jr., born Dec. 30, timed just right for the Dunn family's move into their new farm colonial home in Wyckoff, N. J.

Parents of a second child, first son, William Dane III, are Mr. and Mrs. **William Dane Hooper II.** He is a copywriter in the Chicago office of McCann-Erickson. Julie Noelle is the name chosen for the new daughter of **Jeanette** and **Bud May.** Mother is free lance research director-advisor for William R. Williams Inc., Chicago agency . . .

Milestones: **Thomas B. Haire**, president of Haire Publishing Co., New York, and members of his organization are celebrating the company's 50th anniversary . . . **Frank Murphy**, media director, and **Jesse Plumley**, production manager of the Philadelphia office of Erwin Wasey, Ruthrauff & Ryan, were given engraved silver trays marking their 30th year with the agency . . .

Saturday Review's 1961 citation of Business Man of the Year went to **Dr. Frank Stanton**, CBS president. In its Jan. 21 issue *SR* profiles Dr. Stanton as "a communicator, crusader, educator who in the age of unprecedented communications facilities, occupies a central command post of great sensitivity and responsibility" . . .

New Year Nuptial: **William Robinson**, vp and account supervisor at Leo Burnett Co., and **Jean Mertz**, *Chicago Daily News* promotion department, wed Dec. 31 in Michigan, honeymooned in California . . .

"ENJOYABLE?

THE NATIONAL GEOGRAPHIC MAGAZINE

–everybody in our family enjoys the Geographic!"

This young lady, you'll understand, is quite a bit younger than most Geographic readers. In fact she doesn't read at all—yet. But her inquisitive mind, in its way, finds the Geographic's colorful pages just as compelling as do those of her elders. For the Geographic's style of editorial and pictorial reporting has universal appeal for *all* family members, from youngsters to grandparents. In more than 2,500,000 homes, it's an enjoyable source of information about the whole world's fascinating places, people, and scientific progress.

How universally they find the Geographic enjoyable has been documented by a recent nationwide Bolger Study measuring the sales climate created editorially by 11 major consumer magazines. *Enjoyable* is one of 32 basic image traits surveyed —and Geographic readers gave their magazine a higher score in this characteristic than did readers of any other publication surveyed.

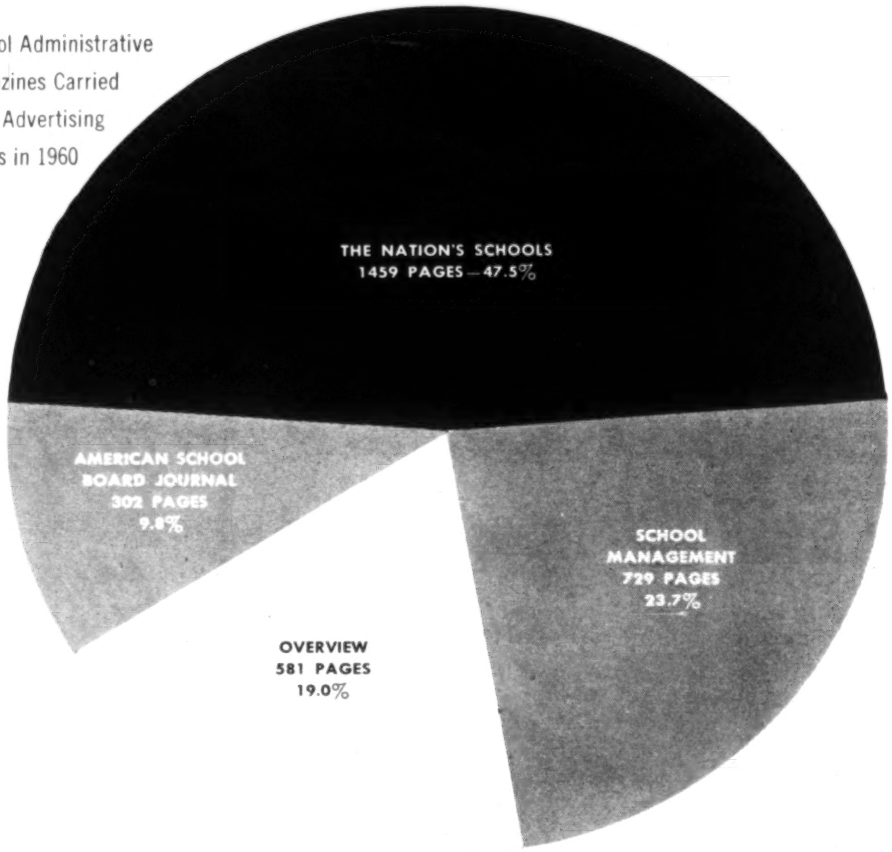
Being *enjoyable* is only one reason why National Geographic attracts such a broad audience of all ages. These are people with inquiring minds and the built-in initiative to be community and business leaders. They respond to the Geographic because it gives them—through a craftsmanship of text and illustrations—a broader understanding of the world background against which today's events take place.

In this same climate of alertness, they respond actively to advertising messages they see in their favorite magazine. Cumulatively, this is an audience of enormous buying power and insatiable buying habits. If—unlike so many leading advertisers—you are not addressing it in 1961, there is still time to discover (enjoyably) what a powerful medium today's National Geographic can be!

THE NATIONAL GEOGRAPHIC

Washington 6, D. C.

School Administrative
Magazines Carried
3071 Advertising
Pages in 1960



does a magazine carry more advertising because it serves readers better?... or does a magazine serve readers better because it carries more advertising?

If YOU BELIEVE that "a powerful editorial force is a powerful selling force" then the answer to the first question must be "YES".

If YOU BELIEVE in advertising, then the answer to the second question must be "YES".

IN THE NATION'S SCHOOLS *Continuing Study of Readership*, 82% of 1082 participating school administrators, assistant administrators and business officials told us they read "regularly or often" the editorial new products feature, "What's New for Schools"—making it the highest rated editorial feature in the magazine.

In the same study, of the 800 administrators participating, 625 detailed 1005 specific actions they had taken as a result of reading advertisements.

These administrative group members are the *buyers* in the public school market. Naturally, they want information on the products needed to implement educational ideas and provide a better physical environment for the educational process. Naturally and obviously.

Product information serves an important part of their interests—whether it's in the editorial pages or in the advertising pages. THE NATION'S SCHOOLS gives them more of both: nearly twice as many pages of editorial new product information; twice as many pages of product information in advertising pages as the second magazine—90% of the combined total of all three other magazines.

Think about that as you plan your 1961 marketing program in the public school market. Wouldn't it be a good idea to ask us to tell you why these things are true?

919 NORTH MICHIGAN AVENUE, CHICAGO 11, ILLINOIS—ADVERTISING
OFFICES IN NEW YORK, CLEVELAND, SAN FRANCISCO, LOS ANGELES

an
F. W. DODGE
CORPORATION
publication

THE Nation's Schools

Status of Principal FTC Ad Cases*

Name	Issue	Status
GM and L-O-F.	That L-O-F exaggerated distortion in sheet glass used in non-GM cars.	Complaint issued Oct. 30, 1959; hearings completed Oct. 14, 1960; awaiting examiner's initial decision.
Colgate toothpaste.	That Colgate with Gardol, through use of "invisible shield," implied complete protection.	Complaint issued Nov. 19, 1959; initial decision issued July 15, 1960; oral argument before commission Dec. 14, 1960; awaiting final decision.
Brown & Williamson; Ted Bates; David Loomis.	That Life cigarets used deceptive demonstration of filters.	Complaint issued Dec. 11, 1959; consent order issued Feb. 24, 1960; complaint against David Loomis withdrawn.
Alcoa; Ketchum, MacLeod & Grove.	That in Alcoa wrap demonstration, "dried out" ham was used to show competing wrap's ineffectiveness.	Complaint issued Jan. 8, 1960; no answer recorded and no hearing set.
Lever Bros.; Foote, Cone & Belding; Wm. A. Bambrick.	That Pepsodent falsely demonstrated, through use of "white pot opal glass," that it rids teeth of smoke stains.	Complaint issued Jan. 13, 1960; last hearing held Oct. 30, 1960; awaiting further hearings.
Colgate; Ted Bates.	That sandpaper used in shaving demonstration of Rapid shave cream not really sandpaper.	Complaint issued Jan. 8, 1960; last hearing held Oct. 25, 1960; awaiting further hearings.
Standard Brands; Ted Bates.	That 'flavor gems' shown in Blue Bonnet margarine demonstration are phony.	Complaint issued March 10, 1960; consent order issued Sept. 30, 1960.
Eversharp, E. E. Ettinger, vp; Compton Advertising, John Hise, Alex Hoffman.	That "boxing glove" commercials of Schick razors scares buyers away from competing razors.	Complaint issued March 10, 1960; consent order issued Sept. 30, 1960.
Carter Products; Sullivan, Stauffer, Colwell & Bayles.	That shaving demonstration pits Rise shave cream against concoction that really isn't shave cream.	Complaint issued June 15, 1960; last hearing held Jan. 12, 1961; awaiting further hearings.
Mennen Co.	That Sof'Stroke shaving cream is fortified with toothpaste in underwater shaving demonstration.	Complaint issued Oct. 17, 1960; awaiting answer.

*Agencies are listed in cases in which they were cited in the respective complaints.

FTC Wheels Move Slowly, Check of Complaints Shows

WASHINGTON, Jan. 17—What's happened to the batch of cases the Federal Trade Commission has brought against major tv advertisers?

According to an ADVERTISING AGE check, three of the 10 cases levied by FTC after the tv quiz furor have been settled by consent orders. The products involved in the settlements are Life cigarets, Blue Bonnet margarine and Schick safety razors.

FTC's case against Colgate toothpaste has made the procedural rounds and is awaiting final decision. The others are in earlier stages of litigation.

Two cases slow to make headway involve Libbey-Owens-Ford, maker of safety plate glass, and Alcoa, maker of Alcoa aluminum wrap.

The complaint against L-O-F was issued in October, 1959, but hearings were not completed until a year later; the initial decision has not yet been filed. The complaint against Alcoa wrap was issued in January of last year, but so far Alcoa hasn't answered the FTC charges, and FTC hasn't set a hearing date. (This is usually an indication that hope hasn't been abandoned for negotiated settlement.)

■ Newest of the tv cases on FTC's dockets is against Mennen's Sof' Stroke shaving cream. The complaint was issued in October, 1960.

Part of the delay in the tv cases is caused by heavy workloads. Some FTC lawyers and hearing examiners are involved in several of the tv cases, in addition to a heavy load of other assignments. Hearings in the Palmolive shave cream case did not get under way until the same set of attorneys—for the FTC and for Colgate—completed the presentation of evidence in the Colgate toothpaste with Gardol case. #

BACON KNOWS
MAGAZINES!

We specialize in magazine clipping. Our list covers 3500 business, farm and consumer magazines—a complete blanketing of the American magazine field as listed in Bacon's Publicity Checker. You can check your own publicity, competition's publicity, competitive advertising or subject research. Here is the complete service for magazines. Best coverage, fastest service, highest accuracy.

★ BUSINESS ★ FARM
★ CONSUMER

Send for Booklet No. 59
"Clippings Benefit Business"
BACON'S CLIPPING BUREAU
14 E. Jackson Blvd., Chicago 4, Illinois
WA bash 2-8419

Beckman Names EWRR

Beckman Instruments, Fullerton, Cal., has named Erwin Wasey, Ruthrauff & Ryan as its agency. The company manufactures electronic components, instruments and systems. The appointment ends a seven-month search for an agency which began June 1, when Beckman and its former agency, Charles Bowes Advertising, announced termination of their association, effective Jan. 1.

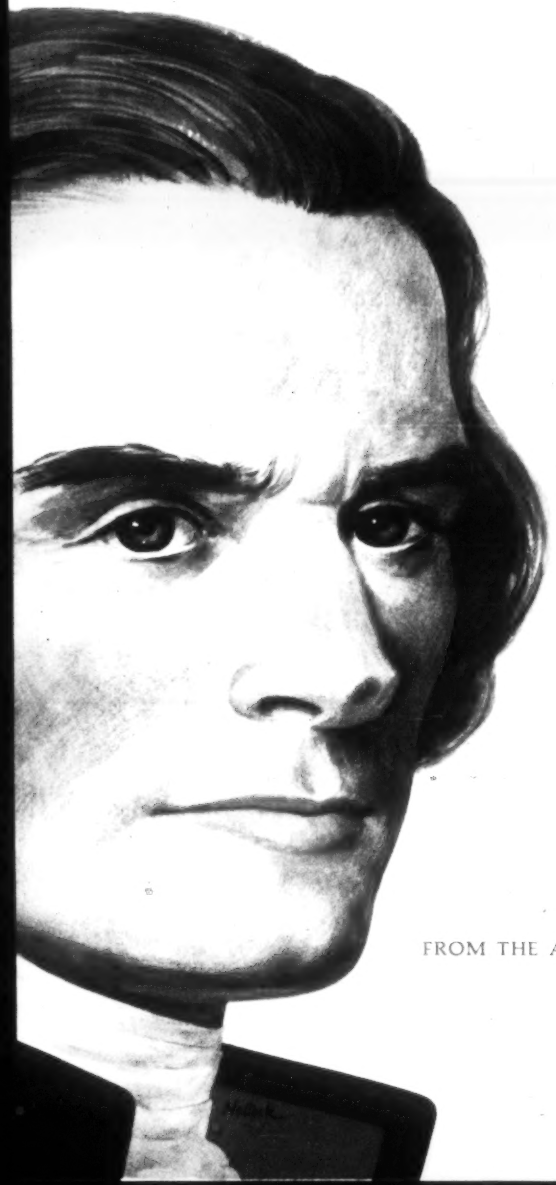
Richardson Names Foley

Thomas D. Richardson Co., Philadelphia, manufacturer of Richardson After-Dinner Mints, Party Jellies, Pastel Mints, and Party Patties, has appointed Richard A. Foley Advertising Agency, Philadelphia, to handle its advertising. Pritchard, Daniels & Dreher, Ardmore, Pa., is the former agency.

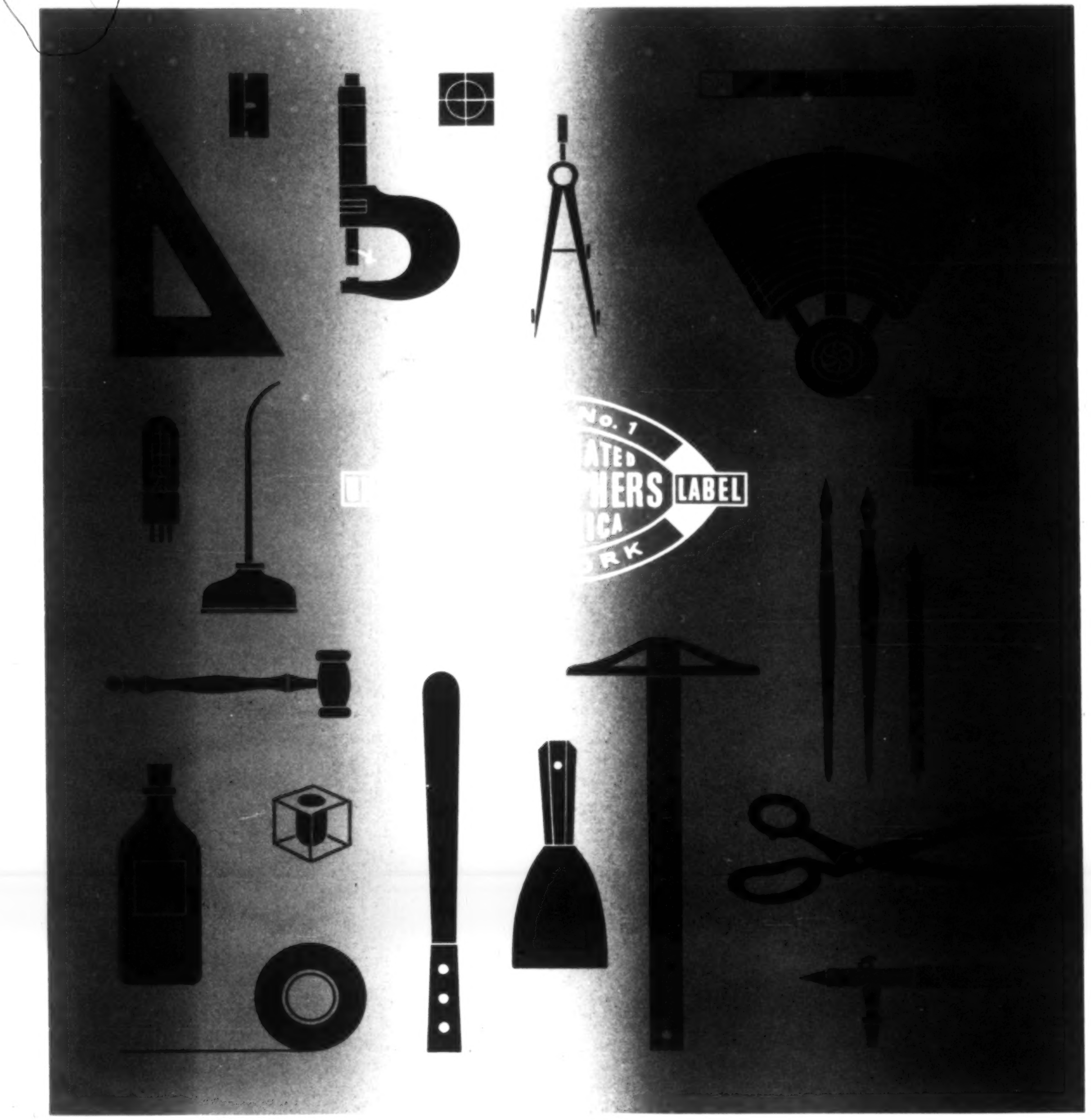
Equal and exact justice
to all men
of whatever estate
or persuasion,
religious or political...

FIRST INAUGURAL ADDRESS, MARCH 4, 1801

Th: Jefferson



ONE OF A SERIES OF MESSAGES
FROM THE AMALGAMATED LITHOGRAPHERS OF AMERICA

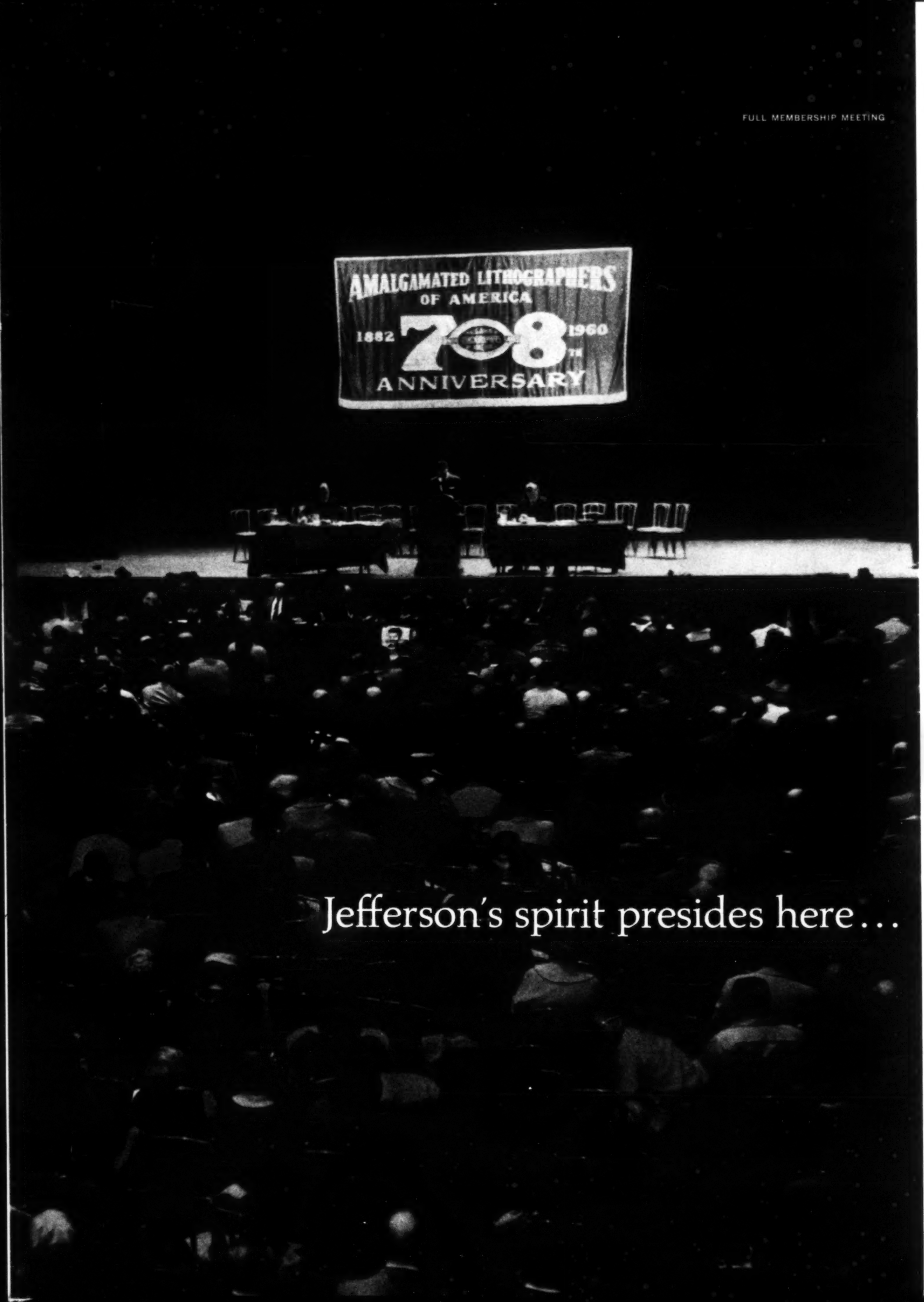


ALA — Traditional Organ of Lithographic Craftsmen

Since 1882 the Amalgamated Lithographers of America has represented the Trade Union Principle in the Lithographic Industry. ALA is committed to the long-term interests of its members and of the entire industry.
For 78 years, Local 1 has carried forward the ALA tradition of Union Democracy and Industry Progress in metropolitan New York—serving the world's greatest concentration of Communications, Publishing, and Graphic Arts enterprises.

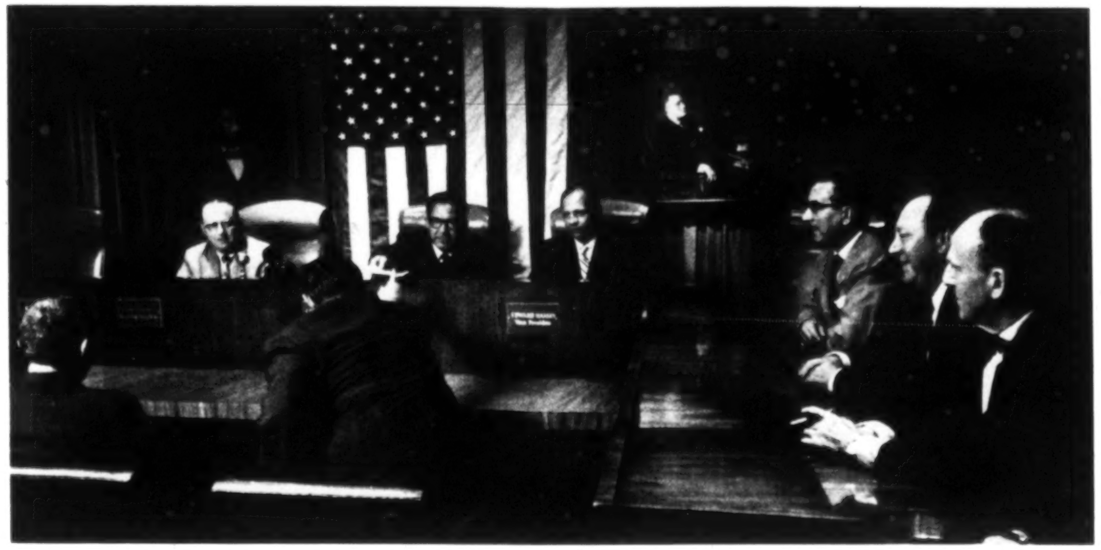
AMALGAMATED LITHOGRAPHERS OF AMERICA
Local 1 · Edward Swayduck, President · 113 University Place, New York 3, N.Y.

Designed by Robert Hallock · Photography: Robert Emmett Smallman · Lithographed at Empire Color Lithographers, Inc. by members of Local 1, ALA



FULL MEMBERSHIP MEETING

Jefferson's spirit presides here…



COUNCIL BOARD MEETING

ALA Democracy Reaches The Grass Roots. Above, member's request comes before Local 1 Council Board for consideration. Later, report of Board's recommendation will come before a Full Membership Meeting, left. Discussion here ranges from individual problems to over-all industry trends. Below right, a Shop Delegate makes a point at a Delegates' Meeting. At a Shop Meeting, below left, members exchange views in relaxed surroundings.

SHOP MEETING

DELEGATES' MEETING

…for here the cardinal rule is *Let each man speak his mind*—the guiding principle wherever members of Local 1, Amalgamated Lithographers of America, meet on union business.

On dozens of separate occasions in a typical month, Local 1 officers meet with members to consider technical and other questions of vital importance to Lithographic Industry progress and the betterment of their way of life…in Full Membership Meetings, Shop Meetings, Delegates' Meetings, Council Board Meetings, Apprentice Meetings.

The Local 1 Council Board, for example, meets weekly to hear rank-and-file members' personal requests and shop problems. Every recommendation of the Council Board must be presented to a Full Membership Meeting for final approval.

The ALA principle that *A Meeting Is A Meeting Of Minds* lies at the very heart of ALA policy —one more important reason why the Lithographic Industry can count on ALA to foster industry-wide progress . . . to keep Lithography the most dynamic, most rapidly growing method of reproduction in the Graphic Arts.

Rose Marie Reid Gets Dealer Ads Sans Co-op Budget

VAN NUYS, CAL., Jan. 17—Rose Marie Reid, women's swimsuit manufacturer, is the only major swimwear company that does not engage in a cooperative advertising program, according to Paul Haberfeld, president.

"We don't lure buyers with advertising money," he said.

Providing only mats, for the stores to use at their own expense, Rose Marie Reid, nevertheless, has forged ahead of its competitors in linage and advertising money spent by retailers in daily newspapers, according to figures compiled by Advertising Checking Bureau, Mr. Haberfeld said.

In 1960, the company received 30% of the industry's total newspaper expenditure, with $701,000 worth of advertising paid for by its customers, according to the ACB figures, he said. (According to Mr. Haberfeld, the figures also revealed Jantzen in second place, followed by Catalina; Roxanne; and Cole, in that order.)

■ Mr. Haberfeld said the company's position is unique, "combining prestige, exclusivity and fashion leadership with unsurpassed volume in our specialty, women's elasticized swimsuits."

Rose Marie Reid does not believe in co-op spending, Mr. Haberfeld said, because its management feels that "we create greater recognition and assist our customers more directly by using our money in a concentrated, carefully developed program that maintains the Rose Marie Reid handwriting at all times, rather than dissipating our dollars by helping to finance hundreds of different interpretations by various dealers, which would by necessity reduce the size of our campaign."

During the first six months of 1960, Rose Marie Reid spent $113,701 in magazine advertising. Magazine spending in 1959 was $164,114.

■ "A good part of our approach is institutional. Our image is that of high fashion and prestige, and we very rarely advertise a big volume number, since we elect to reflect ourselves to the fashion public through suits which, by deliberate distribution limitations, best project the air of exclusiveness, which is our handwriting," Mr. Haberfeld said.

Rose Marie Reid's market share in 1959-'60 was 14.7%, he added.

The company also has a secondary line, the Marina Del Mar label and "Swimsuit fashions from California at a price" theme. This less expensive line placed sixth nationally in dealers' own ad expenditures, ACB figures showed, according to Mr. Haberfeld.

■ The entire selling organization is under the direction of Nat Edelstein, sales vp. Carson/Roberts, Los Angeles, is the Rose Marie Reid agency; Anderson-McConnell Advertising Agency, Hollywood, handles advertising for Marina Del Mar. #

Harrison House Adds Two

Metalock International, Long Island City, manufacturer of Metalock cold repair systems, and the Home National Bank & Trust Co., Meriden, Conn., have appointed Harrison House, Meriden, to handle their advertising.

Buyers' Guide for Latin Graphic Arts Set for August

Graphic Magazines Inc., Garden City, N.Y., publisher of the quarterly magazine, *El Arte Tipografico*, will publish a Spanish-language buyers' guide for the graphic arts industries of Latin America in August, 1961. The directory, *Guia de Proveedores 1961*, will carry listings of supply sources for letterpress, offset and other printing processes, newspaper printing, photoengraving, binding, converters and other graphic arts fields. The guide will have a controlled circulation of 8,000 and advertising will be available at the regular rates of *El Arte Tipografico*.

Oman Buys 'Pacific Work Boat'

Donald E. Oman, owner of Span Publishing Co., Mill Valley, Cal., has bought *Pacific Work Boat* from Miller Freeman Publications. The Span company has published *Western Meat Industry* since 1955.

on the green in one with the Georgia Group

One easy buy puts you next to the pin on Georgia's great $2 billion sales green . . . the Augusta, Columbus, Macon and Savannah trading areas. And green it is, with retail sales greater than ever. What's the big buy? The Georgia Group newspapers . . . reaching 4 times as many homes as any other paper in the market! And it's yours . . . with one order, one bill, one check, and savings of 13% on 10,000 lines or more. Call your local Branham man for full information. No obligation, of course.

THE Georgia Group

AUGUSTA *Chronicle and Herald* **MACON** *Telegraph and News*
COLUMBUS *Ledger and Enquirer* **SAVANNAH** *News and Press*
Represented nationally by **THE BRANHAM COMPANY**

INSIDE SOLID CINCINNATI:

n's SUPERMARKET
DRU
49
19
33
51
29
ROBT DAY

"Every time Fred complains I remind him that we Cincinnati Enquirer families have $600 a year more to spend than the average Cincinnati family!"

...................SOLID CINCINNATI READS THE CINCINNATI ENQUIRER

Daily Enquirer families *make* more, *need* more, *spend* more. You're *in solid* with them when you advertise in their newspaper . . . the Cincinnati Daily Enquirer. For more facts on the *market-that-matters* in Cincinnati, write the Cincinnati Enquirer's Research Department for the latest Top Ten Brands survey.

Represented by Moloney, Regan & Schmitt, Inc.

The first national medium
to publish regional editions
now announces

SPLIT RUN

within regional editions

You have long been able to do these things with The Only National Business Daily —Have you been using them?

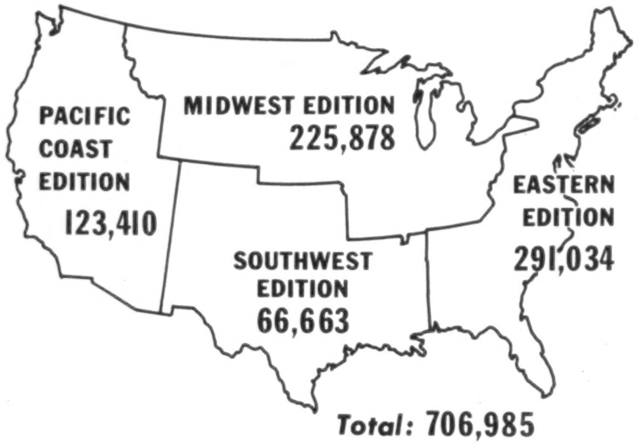
ALL 4 FREEDOMS OF FLEXIBILITY

- **Freedom of PLACE** (Advertising in as many regional markets —no more, no less, as suit the advertiser's needs and desires.)
- **Freedom of TIME** (Advertising on any business day of the advertiser's choice . . . getting into print *fast*, through The Journal's short, short closing dates.)
- **Freedom of MESSAGE** (Changing copy, headline or art . . . to suit the seasonal or regional buying habits of a specific market area.)
- **Freedom of FORMAT** (Buying any of a broad variety of unit sizes—from fourteen agate lines to block-buster spreads, or bigger!)

The Wall Street Journal introduced geographical flexibility to advertisers in 1929, by establishing a regional edition published out of San Francisco. This Pacific Coast Edition, plus the original edition published in the East, gave advertisers a choice of regional or national coverage.

Subsequently, Southwest and Midwest Editions were established.

For many years, advertisers have been using one, any combination, or all four regional editions of this National Business Daily . . . with unlimited opportunity to make full use of The Journal's flexibility:



. . . And now— you can do even more!

EFFECTIVE FEBRUARY 1, 1961, The Wall Street Journal offers display advertisers "*Split-Copy*" Maneuverability within its Eastern and Midwest Editions on any business day. This means all the benefits of The Journal's basic flexibility PLUS a valuable new set of options:

Now, you can use each of the *three* big segments of the Eastern Edition —*with different copy for each segment.*

And in the Midwest Edition, you can now split your copy *two* ways!

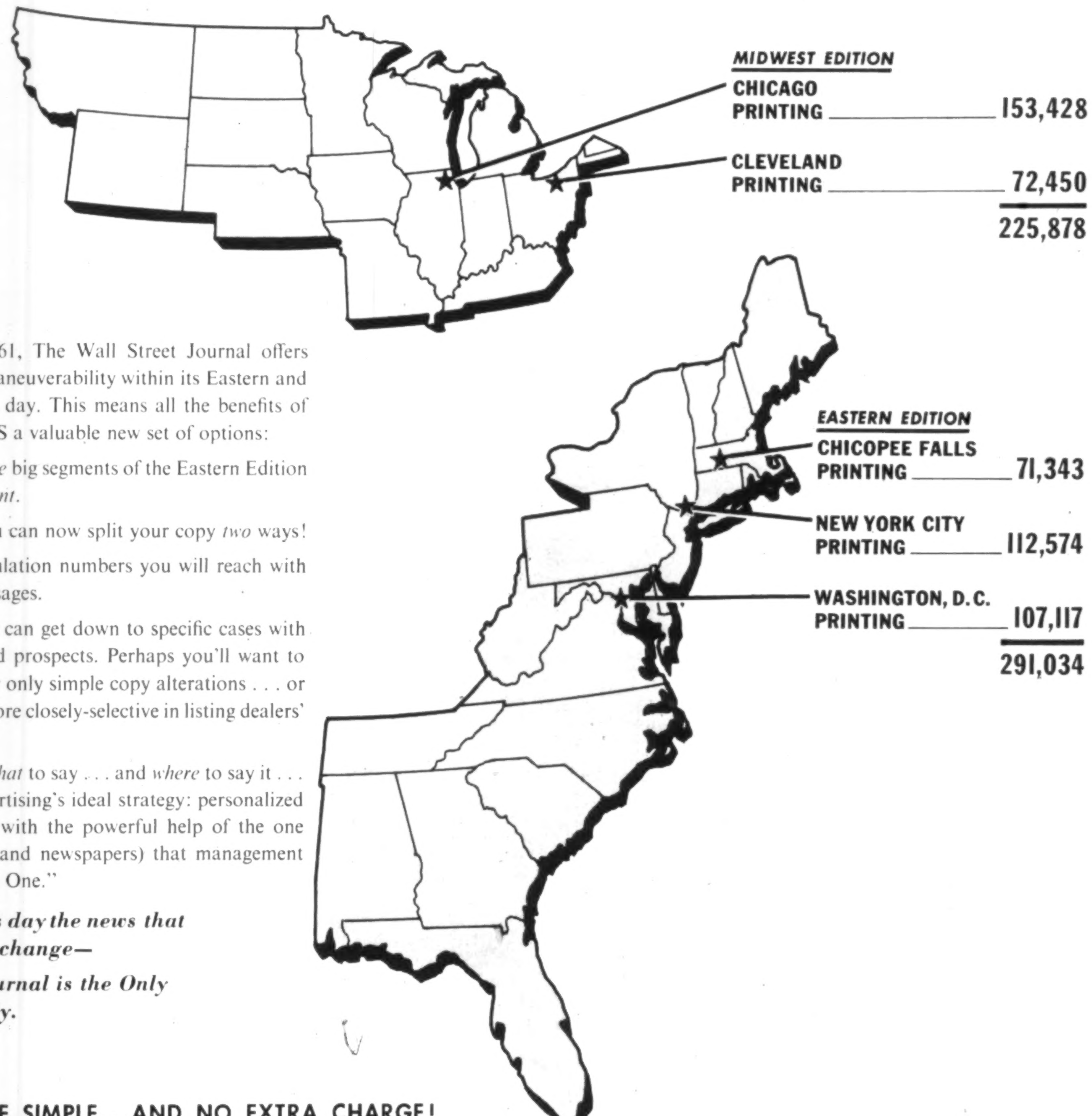
Maps at the right show the circulation numbers you will reach with each of your tailor-fitted sales messages.

More than ever before, you now can get down to specific cases with individual groups of customers and prospects. Perhaps you'll want to make *complete* copy changes . . . or only simple copy alterations . . . or use this expanded flexibility to be more closely-selective in listing dealers' names and addresses.

With more precise control over *what* to say . . . and *where* to say it . . . you move closer and closer to advertising's ideal strategy: personalized selling in print. And you'll do so with the powerful help of the one publication (among all magazines and newspapers) that management executives say is "The Most Useful One."

After all, every business day the news that changes business does change—

And the Wall Street Journal is the Only National Business Daily.


MIDWEST EDITION
CHICAGO PRINTING 153,428
CLEVELAND PRINTING 72,450
225,878
EASTERN EDITION
CHICOPEE FALLS PRINTING 71,343
NEW YORK CITY PRINTING 112,574
WASHINGTON, D.C. PRINTING 107,117
291,034

REQUIREMENTS ARE SIMPLE...AND NO EXTRA CHARGE!

Since regional flexibility is built-in to The Journal's method of operation, no premium rates are asked of Journal advertisers who take advantage of this new "*Split-Copy*" *Maneuverability.*

The advertiser, of course, must use the entire regional edition and all his ads must be same size . . . on the same day.

When complete printing material is sent to all printing centers, there are no limitations on variations. Where The Wall Street Journal is asked to provide typography for the copy changes, such changes necessarily will be limited to simple alterations: dealer names and addresses, for example.

Complete details available on request. Just call or write your nearest Wall Street Journal advertising sales office.

THE WALL STREET JOURNAL

Published at: New York, Washington, D.C., and Chicopee Falls, Mass. • Chicago and Cleveland • Dallas • San Francisco

ADVERTISING SALES OFFICES: Atlanta • Birmingham • Boston • Chicago • Cincinnati • Cleveland • Dallas • Detroit • Houston • Kansas City • Los Angeles • Miami • Minneapolis • Milwaukee • New York City • Philadelphia • Pittsburgh • Rochester • San Francisco • St. Louis • Seattle • Washington, D. C.

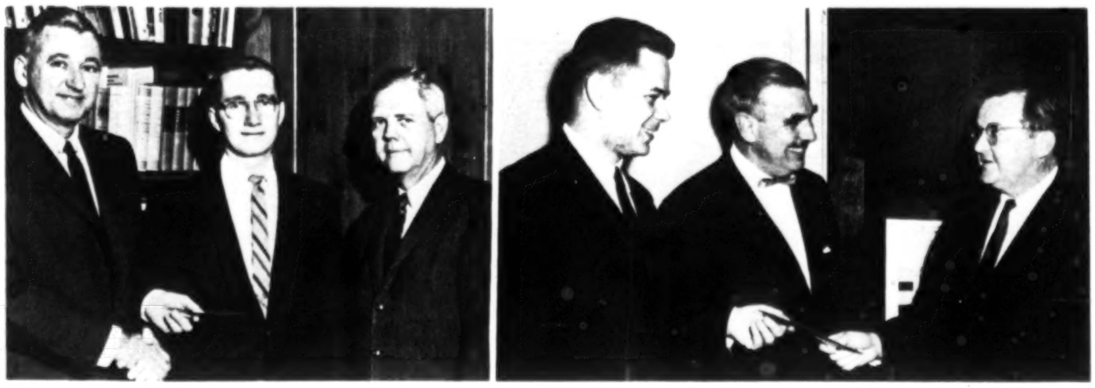
Televenture, TV Producer, Opens in New York, Denmark

Televenture Inc., an international motion picture and tv film production company, has been established with headquarters in New York and Copenhagen, Denmark. Soren Christensen, a Scandinavian shipping executive, is president of the new company, and Graham Young, English producer-director-photographer of documentary films, is exec vp.

Other officers are Thomas Orchard, vp in charge of production, and Art Foley, vp in charge of sales and promotion. Mr. Orchard formerly was a senior associate producer for "The March of Time." Mr. Foley had been an account executive with Biderman, Tolk & Associates. "Televenture Reports," a factual adventure tv series to be filmed throughout the world, will be one of the company's first productions.

Consolidated Names Bayley

Consolidated Mining & Smelting Co. of Canada Ltd., Montreal, has appointed H. W. Bayley general supervisor of public relations and advertising. Mr. Bayley, formerly advertising supervisor, will continue to headquarter at Trail, B. C.



Barrett Kenwood Cargill White Keller Wilson

SCHOLARSHIPS—*Two $500 scholarships in marketing have been established in Virginia and North Carolina by Cargill, Wilson & Acree, Richmond-Charlotte agency. In above pictures James N. Cargill, president of the agency, is shown with Edward B. Kenwood, award winner, and Prof. Gerald A. Barrett of the University of North Carolina. Robert A. Wilson, agency vp, presented a second scholarship at the University of Virginia. Wyndham R. White III received the award as Forrest E. Keller, director of the office of business relations of the university, looked on.*

DON'T BE PENNY WISE AND POUND FOOLISH

5 WAY PRESENTATION EASEL

Ideal for flip chart or card chart presentations, or write as you talk on paper pad or chalkboard. Light weight aluminum, folds in a jiffy

Complete with chalkboard, hinged clamp, chalk, eraser $42.50 less pad

ARLINGTON
ALUMINUM COMPANY
19002 W. Davison Detroit 23, Michigan

Goldblatt Helped by Miss America

CHICAGO, Jan. 17—Goldblatt Bros., operator of 23 department stores in the Chicago area, expects that its advertising expenditures for measurable media will increase about 1% in 1961, according to Joel Goldblatt, president.

Speaking of industry trends at a press briefing in conjunction with the International Home Furnishings Market, Mr. Goldblatt predicted that "all the tricks of the trade will be called into play this year to secure the desired volume," he said.

In the case of his chain, the "tricks" included personal appearances of Miss America at the downtown store last week.

As spokesman for the retail sector, Mr. Goldblatt also predicted "greater expenditures for promotion" and an over-all intensification of sales effort by home furnishings retailers.

■ Marketing astuteness at all levels is just as important as anything in the manufacturing and research sectors of the business, Carroll D. McMullin, president of the National Appliance & Radio-TV Dealers Assn., said at the conference in the Merchandise Mart.

The new attention to the "quality of marketing," displayed by many leaders of the home furnishings industry, seems to be the principal difference between the business climate today and a year ago, according to the Toledo, O., dealer.

"If we do profit from adversity, perhaps our biggest gain from 1960 is that marketing now seems to be under the microscope more than it ever has been before," Mr. McMullin said, admitting that the industry "fell far short in ability to create demand." This failure he termed the most important factor in 1960's poor record, second to over-production. #

Tobe Lectures Published

"The Tobe Lectures in Retail Distribution at the Harvard Business School," has been published by Harvard University's graduate school of business administration, Boston. Priced at $3 per copy, the volume presents the fourth series of Tobe lectures, given during the 1959-'60 academic year by a distinguished group of speakers from a wide range of businesses. The lectures are aimed at stimulating an increased awareness of the challenge of careers in the retailing field.

Cary to Ames Associates

Sheldon Cary, for the past 14 years with National Geographic Society and most recently creative head of promotion, has joined R. H. Ames Associates, Alexandria, Va., advertising consultant, as an account executive.

WSB-TV
FIRST
in Atlanta

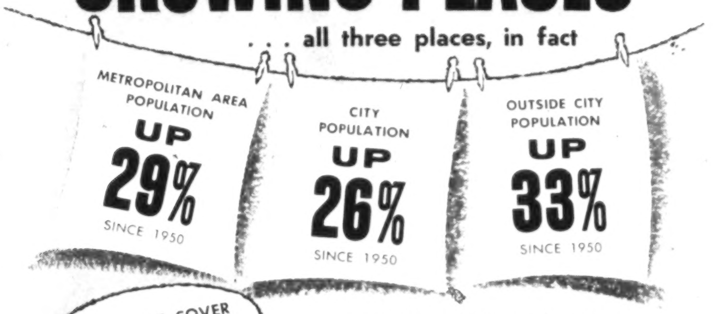
FIRST FOR 37 CONSECUTIVE MONTHS IN ATLANTA! Every ARB survey of the 3-station metropolitan area taken since October, 1957, has shown WSB-TV in first place. For the month of November, 1960, ARB found WSB-TV was viewed by the most people 71.8% of the time. The station's average share of sets in use was 45.8% against 30.2% and 23.9% for the other two stations. In few major markets of over 1,000,000 population do advertisers find such preference for one station. This rating dominance teamed with WSB-TV's broader coverage pattern is producing good sales results for advertisers. Certainly your advertising belongs on WSB-TV!

wsb-tv channel 2 Atlanta

Represented by Edward Petry & Co. Inc

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Petry. Associated with WSOC. WSOC-TV, Charlotte; WHIO. WHIO-TV, Dayton

WINSTON-SALEM IS REALLY GROWING PLACES

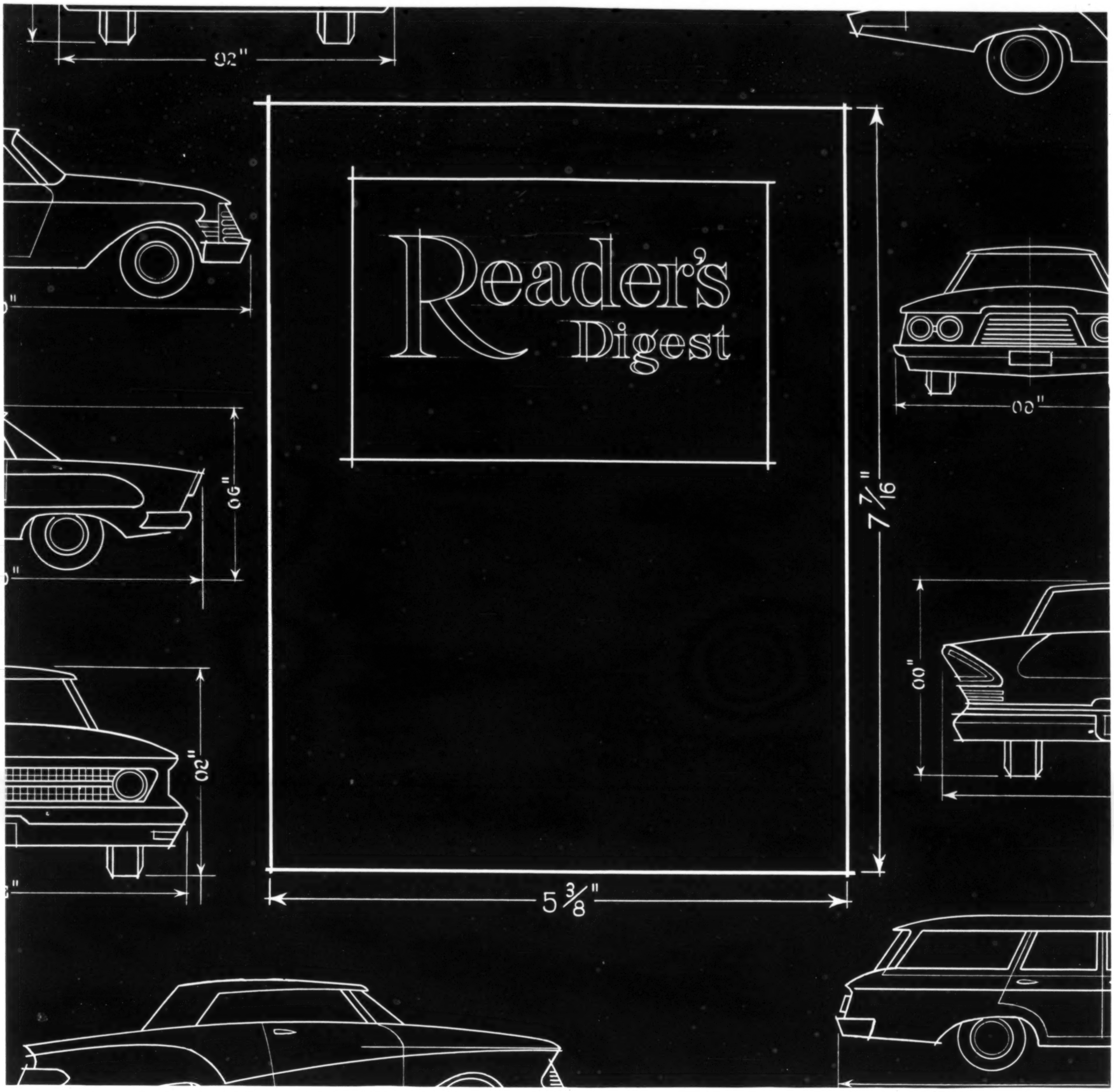

. . . all three places, in fact
METROPOLITAN AREA POPULATION UP 29% SINCE 1950
CITY POPULATION UP 26% SINCE 1950
OUTSIDE CITY POPULATION UP 33% SINCE 1950

YOU CAN'T COVER NORTH CAROLINA WITHOUT THE

. . . . compared with 11.5% gain for the State of North Carolina. Current Winston-Salem Metropolitan Area population is 188,229 . . . . as reported in 1960 Census.

WINSTON-SALEM
JOURNAL AND SENTINEL

NATIONAL REP. KELLY-SMITH CO.



People pick up and read the compact, easy-to-carry Reader's Digest more times than they do other magazines. A Digest page, in fact, is looked at 1.7 times by the average reader—giving your advertisement a total of 60,947,000 chances to sell. 90% of these exposures are to people with cars.

Detroit swings to another compact

Automobile advertisers are now investing more in Reader's Digest than ever before—and more per issue than in *any* other magazine. No wonder. Look what a dollar ($1.00) buys you in chances to sell to good prospects—people in *car-owning* families:

1257 in the Digest	640 in the Post
646 in Look	561 in Life

To put the research facts another way, your advertisement in each leading magazine has these *total* chances to sell to people with cars:

54,671,000 in the Digest	27,003,000 in Look
28,329,000 in the Post	26,408,000 in Life

Nationwide Politz research measuring advertising page exposure (chances to sell) gives the proof. Call Charles Hepler, Detroit Digest manager, TRinity 5-9600, or any other Reader's Digest representative.

Reader's Digest *doubles* your chances to sell . . . at about *half* the cost per 1000

Egghead Invasion of Marketing Field Hit by Sayre of Norge

LOUISVILLE, Jan. 17—A return to fundamentals in marketing has been called for by Judson S. Sayre, board chairman of Norge division of Borg-Warner Corp.

He told an all-industry sales congress of the Mobilehome Dealers National Assn. last week that the appliance industry has been the victim of an "egghead invasion" and has been "confused and bemused by psychiatrists, motivational researchers, brain-stormers and zoologists."

According to Mr. Sayre, these individuals "explained with all manner of pseudo-scientific theories everything except the ever challenging questions of 'what do we take to market and how do we take it to market?' "

In their place, Mr. Sayre urged "Operation Bootstrap," the finding of the right answers for each business of the six basic but deceivingly simple questions of "what," "why," "when," "how," "where" and "who." The answers to these questions are the hallmarks of good marketing, he said.

■ Noting a reawakening among business men, whose billion-dollar industries are "wallowing in profitless prosperity," Mr. Sayre said that the industry again must become customer-oriented rather than factory-oriented.

He warned marketers that they cannot depend on automatic market expansion and the law of averages for their share of the market and consumer dollar. "Basic business fundamentals are timeless, and we violate them at our own peril," he said.

He said that the "so-called recession" in gross national product has had an erroneous effect on the attitudes of those engaged in marketing consumer products. He emphasized that the favorable trend in total personal income has continued, despite a drop in employment.

"We don't live by total steel production, automobile sales, carloading, or what have you. We live by consumer wants and consumer ability to buy when we can persuade them to buy," Mr. Sayre said, urging "each and everyone" to put "Operation Bootstrap" into immediate effect. ≠

Doran's Names Paul, Phelan

Doran's Northern Ontario Breweries Ltd., Sault Ste. Marie, has appointed Paul, Phelan & Perry Ltd., Toronto, to handle its advertising.

They Step Out

Mirror readers can afford to enjoy themselves. They are the cream of the mass market in New York. That's why among New York's seven dailies, the Mirror is first in hotel, restaurant and night-club advertising.

Make
The Mirror
a MUST!

San Diego Sets Tourism Push

San Diego Convention & Tourist Bureau, San Diego, has launched a $100,000 campaign to attract visitors to the city. Ads will be run in the *Denver Post*, *Los Angeles Examiner* and *Times*, *Oregon Journal*, *Portland Oregonian*, *Salt Lake Tribune*, *San Francisco Chronicle* and *Examiner* and the *Seattle Post-Intelligencer*. Ads are also scheduled for *Holiday* and *Sunset Magazine*. One minute weather spots are also slated for WBBM, Chicago, and KOA and KOSI, Denver.

Thompson Boosts Payne

F. D. Thompson Publications, Los Angeles, has appointed John E. Payne national sales manager of *Western Electronic News*. Mr. Payne was formerly district sales manager of the western territory. He joined *Western Electronic News* in 1958.

Evans Named Ad Head

The Link division of General Precision, Binghampton, N. Y., has appointed Donald G. Evans Jr. manager of advertising and sales promotion. Prior to joining Link, Mr. Evans was with Westinghouse Electric Corp., Pittsburgh.

Collier to United Artists

Bruce Collier, previously with Crosby-Brown Productions, has been appointed southwestern division manager in Dallas of United Artists Associated, New York, tv film producer and distributor. He replaces Dave Hunt, who resigned.

Zarish Joins Storkline

Joseph F. Zarish, former vp in charge of marketing of Schnadig Corp., Chicago furniture manufacturer, has joined Storkline Corp., Chicago, manufacturer of infant and juvenile furniture, as vp in charge of marketing.

MARCH 13, 1961. .

Clark Joins 'Plastics Design'

Allen F. Clark has joined *Plastics Design & Processing*, Libertyville, Ill., as eastern advertising sales manager. Mr. Clark was formerly advertising manager of Bakelite Co., advertising manager of the Rubber Chemicals division, E. I. du Pont de Nemours & Co., and advertising sales manager of *Pocket List of Railroad Officials*. The new monthly technical magazine, to be published by Lake Publishing Corp., 311 East Park Ave., Libertyville, is scheduled for April publication.

Mueller Brass Names Two

Mueller Brass Co., Port Huron, Mich., has appointed Orville R. Payton director of sales promotion and Philip L. Wixson advertising manager. Mr. Payton was formerly advertising manager and Mr. Wixson was previously assistant advertising manager.

Zahka Named Exec VP

Dickie-Raymond Inc., Boston and New York, has promoted George J. Zahka to exec vp, a new post. At the same time, Edward N. Mayer Jr., presently vp and general manager of the New York office, has been named senior vp in charge of client service. Van Crews, art director, and Gordon Hoxie, copy director, have been appointed vps, and Peter Rossi has been named production manager.

Johnson Joins Robertson

Richard F. Johnson, former advertising and sales promotion manager of H. A. Bohm & Co., Chicago, has joined Robertson, Buckley & Gotsch, Chicago, as an account executive.

De Garmo Names Ford

Donald S. Ford, formerly with G. M. Basford Co., has been named an account executive with de Garmo Advertising, New York.

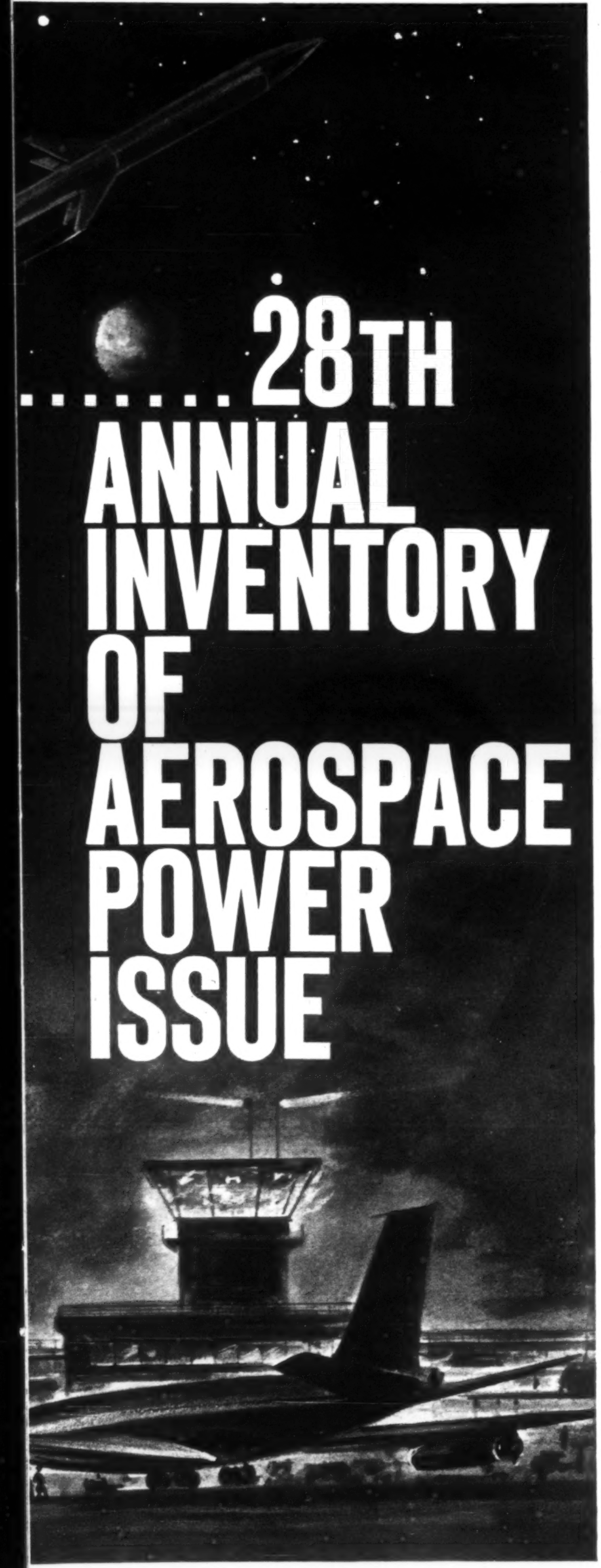
Gardner's Billings Reach $42,500,000 in 1960

Gardner Advertising, St. Louis, has announced billings of $42,500,000 in 1960—a $5,000,000 gain over 1959 billings of $37,500,000. Personnel in the agency's three offices increased last year from 380 to 405 persons.

During 1960, Gardner added six important accounts, whose anticipated '61 ad budgets total about $2,500,000. The accounts include Alitalia Airlines, Clark Bros. Chewing Gum Co., the Diamond Match division of Diamond National Corp., the receiving tube department of General Electric; American Zinc, Lead & Smelting Co. and Vitality Shoe division of International Shoe Co.

Summers Promoted

William J. Summers, director of estimating and production planning of Chicago Show Printing Co., has been promoted to assistant to the president.



A REVIEW AND PREVIEW OF WORLD-WIDE AEROSPACE DEVELOPMENTS

Aerospace industry developments have captured the imagination and thinking of scientific-military, government and industry planners everywhere . . . commercial space applications . . . weather, navigation and recoverable satellites . . . supersonic transports . . . molecular electronic circuitry . . . nuclear powered aircraft and missiles . . . jet powered business aircraft.

These dynamic leaps in technology affect the progress of thousands of U.S. companies in practically every phase of U.S. industrial activity. Interpreting these developments is vital to our industry's economic welfare and demands specialized analysis.

Once a year . . . for 27 years . . . industry decision-makers turn to the industry's top technical reporting team and the "Inventory of Aerospace Power" for the answers. The "Inventory Issue" has won unmatched respect and reputation as the authoritative review and preview of national and international aerospace developments.

CONTENTS OF THE INVENTORY ISSUE

Charts, graphs, tables, specifications will cover in detail, budgets, missiles, avionics, manufacturing, engineering and many more areas of military and civil aerospace activities. AVIATION WEEK's 37 man editorial staff of graduate engineers and aerospace specialists will collect, sift, analyze and interpret the significance of hundreds of technical and market developments.

ADVERTISER BENEFITS

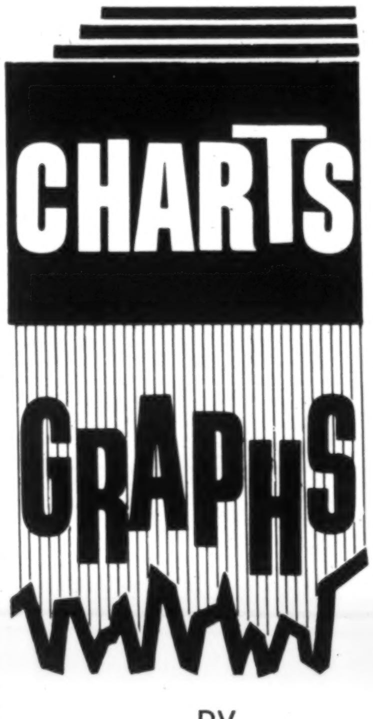
Intense reader interest generated by past issues and vital editorial content make the "Inventory Issue" an ideal advertising opportunity. As in the past, reader service cards will be included to enable subscribers to easily contact advertisers for additional information. Reader service cards in the 1960 issue generated over 8,500 inquiries in seven months demonstrating long-life of "Inventory Issue" advertisements.

To reach over 82,000 key engineering-management men, write, wire or phone collect your AVIATION WEEK District Manager for more complete information. Regular advertising space rates apply.

Aviation Week and Space Technology

A McGraw-Hill Publication • 330 West 42nd Street, New York 36, N. Y.

PUBLISHING DATE: MARCH 13, 1961



BY
RaPiD arT

What's the direction your charts and graphs are taking?

Down and out?

At RAPID ART a highly-skilled team of chart and graph experts, copywriters, letterers, typographers, silk-screen artists, display artists, combine to give your graphs and charts the clarity, accuracy and quality you require!

CALL: MU 3-8215

6 FULLY-EQUIPPED DEPARTMENTS
- COPY & DESIGN
- SILK SCREEN
- ART & PRODUCTION
- TYPE & LETTERPRESS
- BOOKBINDING
- DISPLAYS & EXHIBITS

RaPiD arT SerViCe INC.
304 EAST 45 ST NY 17

Baker Agency Buys Otto's Toronto Office in Affiliation Move

TORONTO, Jan. 17—This is a switch: A Canadian agency has bought a U. S. shop here.

Baker Advertising Agency, Toronto and Montreal, has "purchased" Robert Otto & Co. (Canada), Toronto.

It is believed this is the first time in at least 20 years that a Canadian agency has bought out a wholly-owned U. S. agency operating in Canada.

Baker, according to ADVERTISING AGE figures, billed $6,300,000 in 1959.

W. R. Baker, agency president, said the Otto acquisition would increase the shop's billings by about $750,000. Otto accounts include Miles Laboratories Ltd.; Joe Lowe Corp.; Hearne Pontiac Ltd.; and Luft-Tangee (Canada).

Robert Otto, president of Robert Otto & Co., New York, will be retained by Baker as a consultant, and the services of the Otto international agency will be available to Baker clients.

▪ Said Mr. Baker: "At a time when the Canadian government's department of trade and commerce is making an aggressive push for export sales, we feel we are fortunate to be able to enter the field of international advertising on a large scale through our affiliation with Robert Otto & Co. Otto is one of the few international agency organizations with wholly owned and fully staffed branches in the major marketing cities of the world. Through this association we are hopeful that we may be able to make a worth while contribution to Canadian business in foreign markets." ≠

Buck, Barclay Join Needham, Louis & Brorby

Gordon Buck

Gordon Buck has joined Needham, Louis & Brorby, Chicago, as media supervisor.

Prior to joining NL&B, Mr. Buck was general manager of Aubrey, Finlay, Marley & Hodgson, Chicago. He has also served as vp-media director and executive administrator of Foote, Cone & Belding. At the same time William Barclay has joined NL&B as research supervisor. Previously he was with Quaker Oats Co., Elrich & Lavidge and the Market Research Corp. of America.

Roome to Donnelley

Hugh R. Roome has resigned as vp and publisher of *Design News*, Chicago, to join Reuben H. Donnelley Corp., New York, as administrative assistant to the operating vp of the magazine publishing division.

JUST ASK FOR MARIE . . .
Call WAbash 2-8655!

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing, fill-in on multigraphed letters and planographing.

Marie keeps your Mailing List up-to-date too and frees you from all the detail work.

Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc.

431 S. Dearborn St. • Chicago 5, Illinois

Stanley Works Sets Push

Stanley Works, New Britain, Conn., will launch its third annual "spring specials" promotion with a two-color page ad in the May 7 issue of *This Week Magazine* with retailer listings in 43 newspapers. The drive will feature 27 products of Stanley tools, electric tools and hardware, all at special prices, with premiums or with added features at no extra cost. A two-color spread is slated for the May 6 issue of *The Saturday Evening Post* and a three-page advertisement is scheduled for the May issue of *Popular Science Monthly*.

Zachrisson Gets State Post

Edmund G. Brown, California governor, has appointed Carl Zachrisson commissioner of the California Economic Development agency. Mr. Zachrisson, who retired recently after many years as vp of N. W. Ayer & Son, San Francisco, succeeds Theodore E. Anderson, professor of economics, University of California.

SOUTHERN CHRISTMAS—*The place is Arrinebar orphanage in Lima, Peru. Behind the cymbals is Fred Scott, WNEW-TV, New York, personality, and in back of him beating the drum as a thoroughly disguised Santa Claus is Melvin Helitzer, advertising and public relations director of Ideal Toy Corp. Occasion was the fifth annual Latin American journey by Ideal, in cooperation with Pan American Grace Airlines, to distribute toys to underprivileged youngsters.*

Cincinnati Gas Sets Push

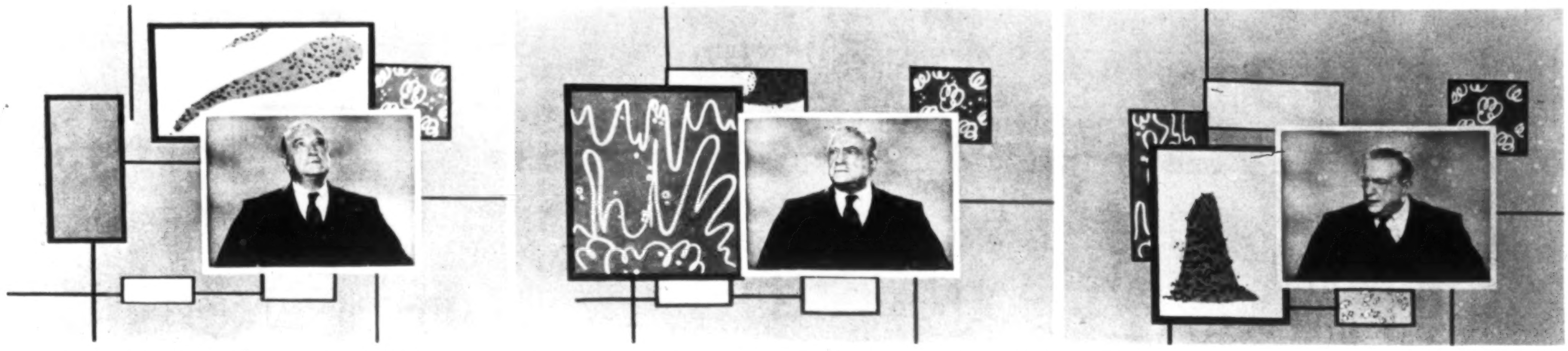
Cincinnati Gas & Electric Co., Cincinnati, will expand its advertising program this year with a campaign stressing its promotional slogan that Cincinnati is "the city closest to America," because of its geographical location and that a "500-mile circle takes in half of the nation's manufacturing payroll, 45% of its population and 42% of its retail trade." Media used in the drive will include *Business Week, Dun's Review, Fortune, New York Times, U. S. News & World Report* and *Wall Street Journal*. Stockton, West, Burkhart, Cincinnati, is the agency.

Ben Zale Joins Rek-O-Kut

Ben Zale has been appointed advertising manager of Rek-O-Kut Co., New York, maker of audio equipment. He succeeds Clifford Shearer, who resigned. Mr. Zale formerly was assistant to Frank Newman, vp in charge of advertising for Cormac Chemical Corp. and Cormac Photocopy Corp.

VIDEO
TAPE
is the shape of
QUALITY
TV commercials
TODAY
SCOTCH

The tremendous impact of the tape revolution on the creation, production and economics of TV is being felt increasingly in all areas—from network and spot commercials to dramatic shows and other programming, at both national and local levels. Here, on the next page, are some of the pleasantly surprising things you can expect when you turn to tape to shoot your next commercials . . .



STATE OF FLUX—*Francis X. Bushman, star of silent movies and this tv commercial for AC spark plugs, gets plenty of assistance from a background voice and changing panels.*

Pennsalt Appoints Walter

Pennsalt Chemicals Corp., Philadelphia, has appointed Dawes Walter manager of advertising and public relations. Mr. Walter, formerly with Atlantic Refining Co., succeeds Robert T. Mills, who has resigned. At the same time, Richard S. Lee, formerly sales promotion manager, has been appointed advertising manager.

Gleiss Retires from Walker

George Gleiss, who joined Walker & Co., Detroit, outdoor advertising display company, in 1922 and became well known in the advertising field here, has retired.

Harper-Atlantic Adds Merrill

Harper-Atlantic Sales has named Edward A. Merrill Jr., formerly with Young & Rubicam, vp in charge of its West Coast operations. The sales organization will also open new offices in Los Angeles and San Francisco in mid-January. Locations will be announced later.

Arty 'Mondrians' Spark AC's New TV Commercials

DETROIT, Jan. 17—The people at D. P. Brother & Co. reached deep into the archives of art to create designs which borrow from the styles of Piet Mondrian, the Dutch painter, and French Cubists of the turn of the century to illustrate new tv commercials for AC Spark Plug division of General Motors.

AC's new tv commercials use horizontal and vertical lines to form patterns of crosses and rectangles, called "mondrians."

"These principles have been used in advertising design before," says Jack Rellis Jr., of D. P. Brother's radio-tv staff, "but AC's application is unique because the mondrians actually are plastic panels. Instead of being static, they are animated—in two important ways."

▪ This "dual animation," Mr. Rellis explained, consists of cartoons or live photography within certain rectangular panels. Various panels in the over-all composition simultaneously become smaller, larger or repositioned to emphasize the audio portions of the commercial.

The new one-minute commercials—featuring such talent as silent-film star Francis X. Bushman, the Buffalo Bills, the Sportsmen, Gale Gorden and Hal (Gildersleeve) Peary—are appearing on "Naked City" and "Cheyenne" to tie in with AC's recent radio spot announcement campaign. #

6 proved ways "SCOTCH" BRAND LIVE-ACTION VIDEO TAPE

brings new quality and savings to your TV commercials!

The picture "lives" on "SCOTCH" BRAND Video Tape . . . says to the viewer, "It's happening right now!" The extraordinary visual presence of video tape, its real authenticity of sounds, provide a new dimension of believability to commercial or show.

Immediate playback—in a matter of seconds—tells the producer, director, performers, camera crew whether this "take" is the one to keep, or whether a second will add worthwhile values of lighting, focus, pacing and delivery. No processing wait.

Tape saves days because of the uninterrupted work schedules it makes possible. You complete assignments in less time, then go on to the next without the distraction of unfinished business. It helps schedule talent, studios, crews efficiently.

Fast editing is a video tape feature. Its amazing flexibility lets you make last-minute changes. Sight or sound tracks can be erased and redone speedily. New scenes can be inserted and complete rearrangement of elements effected at the last moment.

Special effects machines used in video tape recording make possible an unlimited selection of effects. Wipes, match dissolves, pixie and giant people, combination of animated cartoons and live-action people, zooms, supers—video tape does them all.

Speeds up approvals. Client approval of commercials can be had the same day taping is made! When tape is the medium, the men who make the client's decision can be on the scene to give their approval when enthusiasm is high. No processing delay!

"SCOTCH" BRAND Video Tape has ushered in a new TV age! Along with audible range and instrumentation tapes, it was originated and pioneered by 3M. And it is through continuing and pioneering research that 3M is known and recognized as world leader in the development, manufacture and distribution of quality magnetic tapes.

Send for: "The Show Is on Video Tape," a new booklet of case studies on the taping of network commercials, drama programs, and local "spectaculars." Enclose 25¢ in coin to cover mailing and handling costs. Write 3M Co., Box 3500, St. Paul 6, Minnesota.

"SCOTCH" and the plaid design are reg. T.M.'s of 3M Co., St. Paul 6, Minn. Export: 99 Park Ave., New York. Canada: London, Ontario. © 1960 3M Co.

MINNESOTA MINING AND MANUFACTURING COMPANY
. . . WHERE RESEARCH IS THE KEY TO TOMORROW

"this may well be the railroads' last chance"

Stuart T. Saunders, president of the Norfolk & Western Railway, commenting on the favorable national climate for railroad mergers, as quoted in Traffic World, the weekly newsmagazine of transportation management. Reprint on request, 230 Park Ave., New York 17, N. Y.

Automotive News
1961 Almanac
Engineering and Manufacturing Power Transmission Components For The Automotive Industry Since 1904
Twenty Fifth Review and Reference Edition
DETROIT, APRIL 24, 1961
DANA CORPORATION

FACT FINDER FOR THE AUTO INDUSTRY

Q Why is the AUTOMOTIVE NEWS Almanac—for 35 years the fact-finder of the industry—important to you?

A Because it's used in every way, every day of the year by decision-makers at every level, in every facet of the industry.

Q What facts does the Almanac contain?

A Hardly the space here to be complete, but to list a few features: Car and truck production figures; photos and biographical sketches of industry leaders; engineering trends; comparative registration information; service specification data; Who's Who Directory of Automotive Manufacturers; and much more.

Q How is the Almanac helpful to the automotive industry?

A The factual information in the Almanac presented through statistics, charts, graphs, and historical data eliminates the guesswork and hearsay of past and present automotive conditions and provides a firm basis on which to calculate new trends. It is a complete, accurate picture of the automotive industry in one source.

Q What is the distribution?

A This year, over 47,000 car and truck manufacturers, dealers and other key automotive people will purchase the Almanac or receive it as part of their paid subscription.

Q How will I benefit as an advertiser?

A Because the Almanac *is* a source book, because it *is* so useful to automotive people, because it *is* being constantly referred to YEAR 'ROUND, your ad is exposed over and over again. *And* it is exposed to those people you want to reach, people interested, able and ready to do business with you.

Issue Date . . . . April 24
Closing Date . . . March 17
(first forms)

ABP ABC

YEAR LONG USE . . .
YEAR 'ROUND EXPOSURE!

Don't delay. Be a part of the most influential publication in the automotive industry. Contact your AUTOMOTIVE NEWS Representative today. He'll be ready to give you complete information.

REPRESENTATIVES

NEW YORK: Edward Kruspak, Howard E. Bradley, 51 E. 42nd St., Murray Hill 7-6871

CHICAGO: J. Goldstein, Bill Gallagher, 360 N. Michigan Ave., State 2-6273

DETROIT: R. L. Webber, William R. Maas, Roy Holihan, 965 E. Jefferson, Woodward 3-9520

SAN FRANCISCO: Jules E. Thompson, 681 Market St., Douglas 2-8547

LOS ANGELES: Robert E. Clark, 6000 Sunset Blvd., Hollywood 3-4111

Automotive News
1961 Almanac
THE NEWSPAPER OF THE INDUSTRY

Percentage of Sales Invested in Advertising in 1958-1959 for 269 Separate Product Classifications

For the fifth successive year, ADVERTISING AGE presents what it regards as the most comprehensive and accurate set of figures assembled on advertising expenditures in leading industrial classifications.

This newest set is designated 1958-'59. It is based on tax returns for calendar year 1958, or corporate fiscal years through June, 1959. According to Internal Revenue Service, roughly half the corporations included here report on the fiscal year basis.

The percentage of sales invested in advertising for all industrial groups has shown great stability throughout the period that AA has analyzed the IRS statistics. From returns for 1954, it was 1.09%. A year later, it dipped to 1.07%, and then returned to 1.09%. For 1957-'58 it was 1.09%.

■ These figures, based on source material on file at the Internal Revenue Service, provide a useful index of advertising investment for 269 product or service classifications. The basic information comes from nearly 990,000 corporations, with advertising expenditures in excess of $7.9 billion.

Information for some of the major classifications included in this report is available in the preliminary statistics for corporations for 1958-'59, published recently by the IRS. In order to obtain breakdowns by more precise industry classifications, ADVERTISING AGE obtained permission to go behind the published materials and examine the source books.

Whereas the published statistics cover only 69 general industry groups, it has been possible to obtain accurate information for more than 200 additional sub-groups. In dozens of instances these additional breakdowns are of great significance to those who look for an indicator of advertising expenditure ratios.

■ Once again, however, it is important to keep in mind the limitations which are inevitable in any statistics based on tax forms. In particular:

1. Individual companies determine for themselves the kind of expenditures they wish to classify as advertising for tax purposes. In most instances, therefore, they undoubtedly include expenses other than that incurred for the purchase of time and space, or in the preparation of promotional material.

2. Some companies get "misclassified." Under our tax system, corporations may file consolidated returns covering all affiliates if they wish. Where this happens, the total business of the corporate complex gets classified in the industry that accounts for the largest percentage of total receipts. This necessarily results in overstatement of some industries and understatement of others.

3. Industrial classifications may be too broad. Even with 269 classifications, groupings in many instances may be so broad that product lines with special advertising needs may be forced into categories where their distinguishing characteristics are blurred. In past years, situations have occurred where advertising managers found the ratio for their "industry" was out of line with the experience of their particular company. Often the explanation was in the fact that the advertising needs of their product were not typical of the experience of competing companies, engaged in a variety of other activities, which have fallen into their category as a result of the system of classification which the Revenue Service has followed.

■ Despite these limitations, results for individual industries have proven to be consistent with the best information from other sources.

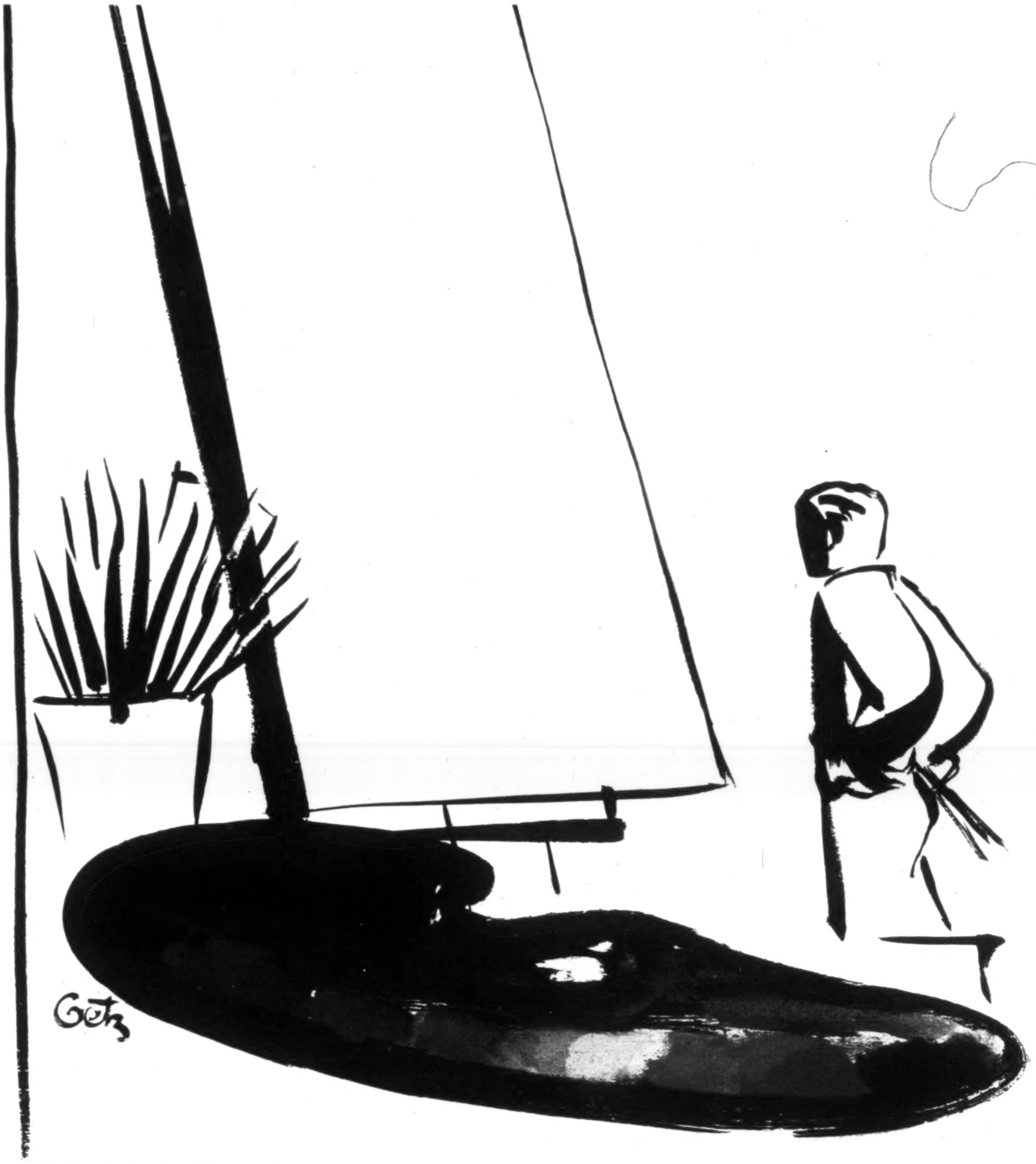
For most classifications, the ratio was computed by comparing advertising expenditures with business receipts (receipts from sale of merchandise and services). Footnote at the end of the tabulation explains how percentage was arrived at for the financial, insurance, real estate and lessors of real property categories.

Industry	Per Cent
All Industrial Groups	1.13
Agriculture, Forestry, Fishery	0.60
Farms, Agricultural Services, Forestry and Fishery	0.60
Mining and Quarrying	0.15
Metal Mining	0.01
Iron Ore	0.01
Copper, Lead, Zinc, Gold, Silver	0.01
Other Metal Mining	0.04
Bituminous Coal and Lignite Mining	0.09
Crude Petroleum and Natural Gas Production	0.15
Crude Petroleum, Natural Gas and Natural Gas Liquids	0.09
Oil and Gas Field Services	0.26
Nonmetallic Mineral and Anthracite Mining	0.36
Stone, Sand and Gravel	0.22
Other Nonmetallic Minerals Except Fuels, Including Anthracite	0.54
Construction	0.20
General Building Contractors	0.16
General Contractors, Not Building	1.10
General Contractors, Not Allocable	0.15
Special Trade Contractors	0.33
Contractors, Not Allocable	0.16
Manufacturing	1.39
Beverages	4.96
Soft Drinks, Carbonated Waters, Flavoring Extracts, Syrups	6.32
Malt Liquors and Malt	6.84
Wines, Brandy, Brandy Spirits	4.39
Distilled, Rectified and Blended Liquors	2.00
Food, Kindred Products	1.76
Meat Products	0.45
Dairy Products	1.44
Canning, Preserving and Freezing Fruits, Vegetables and Sea Food	2.60
Grain Mill Products, Cereal Preparations, wet corn milling, starch	2.17
Bakery Products	2.73
Sugar, Cane and Beet	0.31
Confectionery, Related Products	3.69
Vegetable and Animal Oils and Fats, Except Fatty Acids	0.67
Food and Kindred Products Not Allocable	6.86
Tobacco Manufacturers	5.36
Textile Mill Products	0.67
Yarn and Thread Mills, Including Carpet and Rug Yarn	0.80
Broad Woven Fabric Mills, Cotton	0.62
Broad Woven Fabric Mills, Man-made Fiber and Silks	0.40
Broad Woven Fabric Mills, Wool; Including Dyeing and Finishing	0.53
Narrow Fabrics and Other Small wares Mills; Cotton, Wool, Silk, Man-made Fiber	0.42
Knitting Mills and Converters	0.96
Dyeing, Finishing Textiles, Except Wool Fabrics, Knit Goods	0.36
Floor Covering Mills, Except Hard Surface Floor Covering	1.37
Other Textile Goods	0.48
Textile Mill Products Not Allocable	0.46
Apparel, Finished Products Made From Fabrics, Similar Materials	0.96
Men's and Boys' Clothing Except Fur, Rubber, Leather	0.93
Women's Clothing; Children's, Infants Wear, Except Fur, Rubber	1.04
Other Apparel, Accessories, Hats, Caps, Millinery, Fur Goods, Belts, Leather Garments	0.84
Other Fabricated Textile Products, Including House Furnishings, Textile Bags, Canvas Products	0.83
Apparel and Finished Products Not Allocable	0.63
Lumber, Wood Products, Not Furniture	0.41
Logging Camps, Logging Contractors, Sawmills and Planing Mills	0.22
Millwork, Plywood, Prefabricated Structural Wood Products	0.66
Other Wood Products, Wooden Containers, Cork, Wood Preserving	0.40
Furniture and Fixtures	1.30
Household Furniture	1.37
Other Furniture, Office and Store Fixtures, Venetian Blinds, Shades	1.12
Paper and Allied Products	0.83
Pulp Mills	0.48
Paper, Paperboard Mills, Building Paper and Building Board Mills	0.82
Paperboard Containers and Boxes, Paper Cups, Sanitary Food Containers	0.23
Converted Paper and Paperboard Products, Paper Bags and Not Allocable	1.43
Printing, Publishing Industries	0.73
Newspapers	0.23
Periodicals, Including Comic Books	0.57
Books	2.80
Commercial Printing, Including Manifold Business Forms, Greeting Cards	0.62
Other Publishing, Book Binding, Service Industries for Printing Trade	0.97
Printing, Publishing and Allied Industries, Not Allocable	1.41
Chemicals and Allied Products	3.85
Industrial Inorganic and Organic Chemicals, Including Gases, Pigments	1.06
Plastic Materials, Synthetic Resins, Rubber and Man-made Fibers, Except Glass	1.10
Drugs, Medicines, Incl. Vitamins	10.40
Soap, Detergents, Cleaning Preparations, Etc.	8.21
Paints, Varnishes, Lacquers, Etc.	1.51
Perfumes, Cosmetics and Other Toilet Preparations	13.81
Agricultural Chemicals	0.53
Other Chemicals, Including Gum and Wood, Fatty Acids, Explosives	1.18
Chemicals and Allied Products, Not Allocable	3.57
Petroleum Refining, Related Industries	0.49
Petroleum Refining	0.48
Other Petroleum and Coal Products, Except Coke, By-products	0.72
Rubber and Plastic Products	1.69
Tires and Inner Tubes	1.89
Other Rubber Products, Incl. Fabrics	1.93
Plastic Prods., Except Plastic Materials	0.82
Leather and Leather Products; Converters	1.10
Footwear, Except Rubber	1.31
Other Leather Goods, Tanning, Finishing, Including Not Allocable	0.74
Stone, Clay and Glass Products	0.73
Glass and Glass Products	1.04
Cement (Hydraulic)	0.34
Structural Clay Products	0.71
Pottery and Related Products	2.29
Concrete, Gypsum, and Plaster Products, Lime, Ready Mix Concrete	0.45
Other Nonmetallic Mineral Products, Including Cut Stone Products,	

(Continued on next page)

Industry	Per Cent
Abrasives and Not Allocable	0.80
Primary Metal Industries	0.41
Blast Furnaces (Including Coke Ovens) Steelworks and Rolling, Finishing Mills	0.30
Iron and Steel Foundries	0.28
Primary and Secondary Smelting, Refining, Rolling, Drawing and Alloying of Nonferrous Metals	0.72
Nonferrous Foundries	0.49
Other Primary Metal Industries	0.34
Primary Metal Industries, Not Allocable	0.33
Fabricated Metal Products, Except Machinery and Transportation Equipment	0.96
Metal Cans	0.51
Cutlery, Handtools and General Hardware	3.17
Heating Apparatus (Except Electrical) and Plumbing Fixtures	1.21
Fabricated Structural Metal Products	0.65
Screw Machine Products	0.61
Metal Stampings	0.73
Metal Coating and Engraving Services	0.69
Ordnance and Accessories	0.87
Other Fabricated Metal Products	0.89
Fabricated Metal Products, Not Allocable	0.59
Machinery, Except Transportation Equipment and Electrical	1.09
Engines and Turbines	1.83
Farm Machinery and Equipment	1.08
Construction, Mining and Materials Handling Machinery and Equipment	0.88
Metalworking Machinery, Including Dies, Metal Molds	1.04
Special Industry Machinery	0.92
General Industry Machinery and Equipment	1.07
Office, Computing and Accounting Machines, Except Photocopy Equipment	1.05
Service Industry Machines	1.70
Other Machinery, Parts, Machine Shops	0.76
Machinery, Except Transportation Equipment and Electrical, Not Allocable	1.26
Electrical Machinery and Equipment	1.76
Electrical Transmission and Distribution Equipment, Except Wiring Devices	1.88
Electrical Industrial Apparatus, Including Motors and Generators	1.09
Household Appliances	2.60
Electric Lighting and Wiring Equipment, Except Insulated Wire	1.15
Radio, TV Receiving Sets, Phonograph Records, Parts	2.44
Communication Equipment, Including Transmitting, Signaling Apparatus	0.46
Electronic Components and Accessories	0.63
Other Electrical Machinery, Including Batteries, Electrical Equipment for Internal Combustion Engines	1.54
Electrical Machinery, Equipment, and Supplies Not Allocable	2.15
Transportation Equipment, Except Electrical and Motor Vehicle Equipment	0.22
Aircraft	0.14
Aircraft Parts and Rocket Motors	0.22
Ship and Boat Building	0.34
Railroad Equipment, Incl. Streetcars	0.42
Other Transportation Equipment, Including Not Allocable	0.86
Motor Vehicles and Equipment Except Electrical	1.02
Motor Vehicles, Including Bodies and Truck Trailers	1.07
Motor Vehicle Parts and Accessories, Except Tires, Glass and Trailer Coaches	0.70
Professional, Scientific and Controlling Instruments; Photographic, Optical Goods; Watches, Clocks	2.32
Engineering, Scientific, Measuring and Controlling Instruments	1.32
Optical and Medical Instruments	3.28
Photographic Equipment, Supplies	2.99
Watches, Clocks, Clockwork Operated Devices and Parts	5.41
Other Manufacturing Industries	1.65
Jewelry (Precious Metal), Plated and Silverware, All Metal Cutlery	2.13
Costume Jewelry, Except Precious Metal	1.03
Toys, Amusements, Athletic Goods	2.32
Other Mfg., Including Linoleum	1.83
Manufacturing Not Allocable	1.19
Transportation, Communication and Other Public Utilities	0.42
Transportation	0.49
Railroads, Railway Express	0.07
Local and Suburban Passenger Transportation	0.15
Trucking and Warehousing	0.35
Other Motor Vehicle Transportation, Including Taxicabs, Intercity and School Buses	1.00
Petroleum Pipeline Transportation	0.01
Water Transporation	0.41
Air Transportation	2.78
Services Supplementing Transporation	0.78
Transportation Not Allocable	0.11
Communication	0.53
Telephone (Wire or Radio)	0.39
Telegraph (Wire and Radio)	0.57
Radio, and Television Broadcasting	1.32
Other Communication	0.63
Electric and Gas Utilities	2.37
Electric Companies and Systems	0.24
Gas Production and Distribution, Except Natural Gas Production	0.23
Water Supply, Other Public Utilities	1.00
Trade	1.00
Wholesale	0.57
Food and Related Products	0.46
Meat and Products Except Canned and Frozen, or Poultry and Fish	0.11
Other Food and Related Products	0.49
Electrical Goods, Hardware, Plumbing	0.56
Electrical Goods	0.73
Hardware, Plumbing and Heating Equipment and Supplies	0.36
Other Wholesalers	0.60
Alcoholic Beverages	1.26
Apparel and Dry Goods	0.53
Chemicals, Paints and Drugs	2.11
Lumber and Construction Materials	0.32
Machinery, Equipment, Supplies	0.54
Motor Vehicles and Equipment	0.45
Farm Products (Raw Material)	0.09
Other Wholesalers	0.46
Wholesalers Not Allocable	0.41
Retail	1.46
Food	0.89
General Merchandise	2.52
Department Stores	2.69
Mail-Order Houses	8.99
Limited Price Variety Stores	0.82
Other General Merchandise	1.25
Apparel and Accessories	2.39
Furniture, House Furnishings, Appliance, Radio and Music Stores	3.31
Automotive Dealers and Filling Stations	0.88
Automobiles and Trucks	0.83
Parts, Accessories, Tires, Batteries, and Aircraft, Boats	1.48
Service Stations	0.78
Eating and Drinking Places	0.84
Building Materials, Hardware, Farm Equipment	0.78
Lumber and Building Materials	0.75
Hardware and Farm Equipment	0.85
Other Retail Trade	1.25
Drug Stores	1.20
Liquor Stores	0.43
Jewelry Stores	4.40
Other Retail Stores	1.05
Retail Trade Not Allocable	1.10
Trade Not Allocable	0.99
Finance, Insurance and Real Estate	0.69
Banks and Trust Companies	1.31
Banks and Trust Companies Other Than Mutual Savings Banks	1.35
Mutual Savings Banks	1.03
Credit Agencies Other Than Banks	1.87
Savings and Loan Associations	2.48
Personal Credit Agencies	1.96
Business Credit Agencies	0.52
Other Credit Institutions	1.03
Credit Agencies and Finance Not Allocable	0.91
Holding and Other Investment Companies	0.10
Operating Holding Companies	0.01
Regulated Investment Companies	0.01
Other Investment and Holding Companies	0.19
Security and Commodity-Exchange Brokers, Dealers, Services	1.50
Insurance Carriers	0.13
Life Insurance Companies	0.13
Mutual Insurance, Except Life or Marine or Fire Insurance Companies Issuing Perpetual Policies	——
Other Insurance Carriers, Including Not Allocable	0.22
Insurance Agents and Brokers	1.35
Real Estate	1.06
Real Estate Operators, Including Lessors of Buildings	0.27
Developers of Real Property, Including Traders on Own Account	2.18
Real Estate Agents, Brokers and Managers	5.21
Title Abstract Companies	1.26
Other Real Estate, Except Lessors of Real Property Other Than Buildings	2.67
Lessors of Real Property, Except Buildings	0.02
Lessors of Mining, Oil and Similar Properties	0.03
Lessors of Railroad Property	——
Other Lessors of Real Property, Except Buildings	0.01
Services	1.80
Hotels, Camps, Other Lodging Places	2.42
Personal Services	1.64
Laundries, Cleaners and Dyers	1.16
Photographic Studios, Including Commercial Photography	2.14
Other Personal Services	2.98
Business Services	1.02
Advertising	0.70
Other Business Services	1.32
Automotive Repair Services and Garages	0.88
Other Repair Services	1.09
Motion Pictures	3.48
Motion Picture Production	2.35
Motion Picture Theaters	5.78
Amusement, Except Motion Pictures	2.58
Other Services, Including Schools	1.97
Nature of Business Not Allocable	1.08

NOTE: Except for life insurance, percentages shown for the "Finance, Insurance, Real Estate and Lessors of Real Property" category, and the 32 sub-groups under this main category, are percentages of total compiled receipts, which include interest, dividends, royalties, etc., as well as sales.



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The New Yorker creates

" . . . the book reviews, the stories, the theatre notices, and the articles, and every word is stamped with the hallmark of The New Yorker. The astringent, sophisticated, ironic humour, without a trace of sentimentality, is as bracing as a plunge into icy water."—*Aries, The Bombay Times of India*

A PUBLISHERS' REP CAN SELL IT BETTER!

—and especially in the West where greater manpower, broader experience and contacts pay off for publishers. 13-state coverage. Offices in San Francisco and Los Angeles.

"Mo" Kimball, Pres.

The Maurice A. Kimball Co., Inc.

LOS ANGELES • 2550 Beverly Boulevard

Lurie Named Publisher of 'American Exporter'

Richard G. Lurie, a vp of American Exporter Publications, New York, has been named publisher of *American Exporter*, of which he was formerly editor. He has also been named publisher of *Automotive World*, assuming duties relinquished by Hugh M. Hyde, who has been named a vp of the magazine. Mr. Lurie has also given up his duties as editorial director of *International Electronics*.

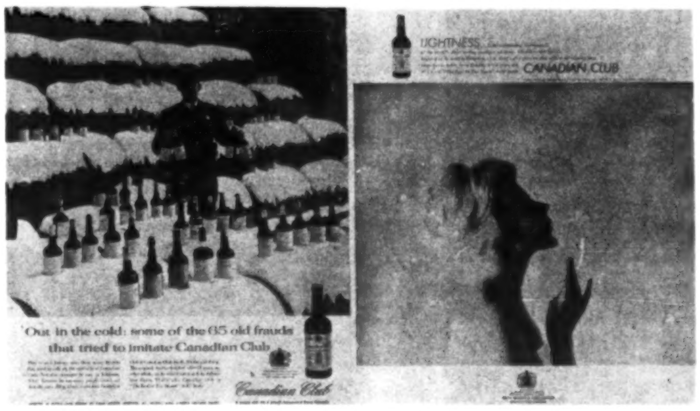
Southern Comfort to Run Recipe Books as Ads

Southern Comfort Corp. will launch its 1961 ad program by running its new "after sports" recipe book as an insert in the February issue of *True*.

The same insert also will run in the New York edition of *TV Guide* the first week in April, and a different recipe book will appear in the March issue of *Suburbia Today*. Krupnick & Associates, St. Louis, is the agency.

WDCR Rejoins Ivy Network

WDCR, student-operated radio station at Dartmouth College, Hanover, N. H., has reaffiliated with the Ivy Network. The network is a corporation representing non-profit radio stations at Ivy League schools. The stations are offered as a group to advertisers.


Out in the cold: some of the 65 old frauds that tried to imitate Canadian Club
Canadian Club
LIGHTNESS
CANADIAN CLUB

INTERRUPTER ADS—*These are two of Canadian Club's "interrupter" ads: last year's ad with a Hiram Walker guard among 65 brands that failed to imitate Canadian Club and this year's ad, emphasizing "lightness."*

Canadian Club Tries Soft Sell with Lightness Theme

New York, Jan. 17—With a sell as soft as thistledown, Hiram Walker Importers, has scheduled a series of "interrupter" ads for Canadian Club whisky this month and early February.

Kicked off in *The New Yorker* on Jan. 5, the next insertions of the four-color page campaign were set for *Holiday* on Jan. 15, *Esquire* and *U.S. News & World Report* on Jan. 16, *Newsweek* on Jan. 18, *Sports Illustrated* on Jan. 19, *Time* on Jan. 25, *Look* on Jan. 30, and will end with *Town & Country* on Feb. 5 and *Life* on Feb. 8.

The "interrupter" ad takes a special place in the Canadian Club ad program, which has been handled for 25 years by C. J. LaRoche & Co.

■ Basic theme of the over-all ad campaign has been the "adventure" scenes depicting Americans in interesting situations throughout the world from tourists in Fiji to "Mr. R. Swift of Tacoma" having a great time in Siam and "P. J. Stafford of America" at a bachelor's party in Bali, to Tom Harris at an Indian Maharajah's "jumbo slugfest."

But four years ago, agency and client re-examined the approach, and ran the first of the so-called interrupters as a break from the regular theme. First of these ads was geared to a subject close to the hearts of Canadian Club officials—that the brand reportedly has a great many imitators who have fallen by the way. The 1957 ad, for instance, depicted 65 "dead ducks"—Canadian whiskies allegedly marketed in imitation of Canadian Club and gradually eliminated from the market. According to the agency, every bottle was genuine, but a condition imposed by the government was that the names had to be fuzzed, "a point that almost bugged the ad department." Headline to that ad: "Some of the 65 old frauds that tried to imitate Canadian Club."

■ This year the company decided to pack a softer punch, and to emphasize instead the second of its basic beliefs about the brand—its lightness. The result: An ad that probably could sell Canadian Club cosmetics, if there were any.

The ad itself, according to John Rich, account executive at C. J. LaRoche, is "an exciting delineation of lightness," unusual for the liquor industry.

Mr. Rich said that this year, too, the company would continue the "Cities at Night" theme which was instituted four years ago. Each ad, like the series scheduled to kick off in *The New Yorker* on Feb. 25, has a poster design, with a city at night as the background.

■ "In this campaign we have tried to invest each city with a distinctive mood, an aura of romance and elegance and good taste," Mr. Rich said.

Canadian Club, which got a $2,900,000 ad investment in 1959, claims to have pre-empted the light whisky market, and as long ago as 1948 (when one of the adventure ads featured Italian explorer Attilio Gatti on Mount Kenya) copy claimed that it was "as light as scotch, as rich as rye, as satisfying as bourbon."

The agency insisted that every incident—like the "cloud-spearing in the Andes" copy is genuine. All, that is, except the Stromboli scene back in 1940, when war made genuineness impossible. #

Schreiber Names Three

Mark Schreiber Advertising, Denver, has promoted Robert E. Hahn to exec vp in charge of operations and James Farquhar to vp. Mr. Hahn has been with the agency five years. Prior to joining Schreiber, Mr. Farquhar was national advertising manager of the *Gazette-Telegraph*, Colorado Springs. Quintin E. McCredie, formerly art and layout director of Freeman Show Corp., Beloit, Wis., has resigned to rejoin Schreiber as art director.

New Publication Launched

Charleson-Myers Publishing Co., Darien, Conn., launched its new monthly business magazine, *Utility Purchasing & Stores*, in January. The magazine is edited to meet the information needs of electric utility purchasing executives, buyers and store personnel.

THE S.E.P. SHORT COURSE

B.M.O.C.

Bet Money On Client. So-I-said-to-him-you-may-be-the-client-but-you're-all-wet-and-I've-never-heard-such-a-stupid-decision. Any openings over at your shop?

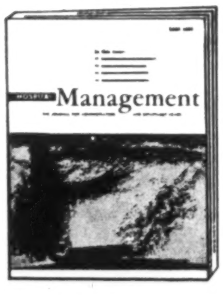
A.P.X.

Ad Page Exposure – the first and only media measure that tells you exactly how many "selling opportunities" your money buys. Tells you who sees your own ad page and how many times. Considering the sweat that goes into that ad page, isn't APX the measure you want to use?

Avoid arguments. Get the facts on APX from The Saturday Evening Post.

STOP PLAYING THE "NUMBERS GAME"

The sophisticated media buyer knows that circulation figures alone . . . while they may be large and impressive . . . are not enough. That is especially true in the hospital field. Of the 4 books in the field, one stands head and shoulders above the rest for its ACTIVE AUDIENCE that reads and reacts to the news and thought-provoking information and articles. One alone is the day-to-day work book of busy hospital administrators, purchasing agents and department heads. One alone is edited by the internationally renowned and provocative Dr. Charles U. Letourneau. One alone produces sales results for advertisers far in excess of the modest investment. That one is HOSPITAL MANAGEMENT. Let our representative show you why!



HOSPITAL Management
THE JOURNAL FOR ADMINISTRATORS AND DEPARTMENT HEADS
A Clissold Publication ABC ABP

105 W. ADAMS ST. • CHICAGO 3, ILLINOIS • ANdover 3-1800

NEW YORK 36
500 Fifth Avenue
LO 4-2233

WASHINGTON 4, D. C.
1319 F Street, N.W.
ME 8-6707

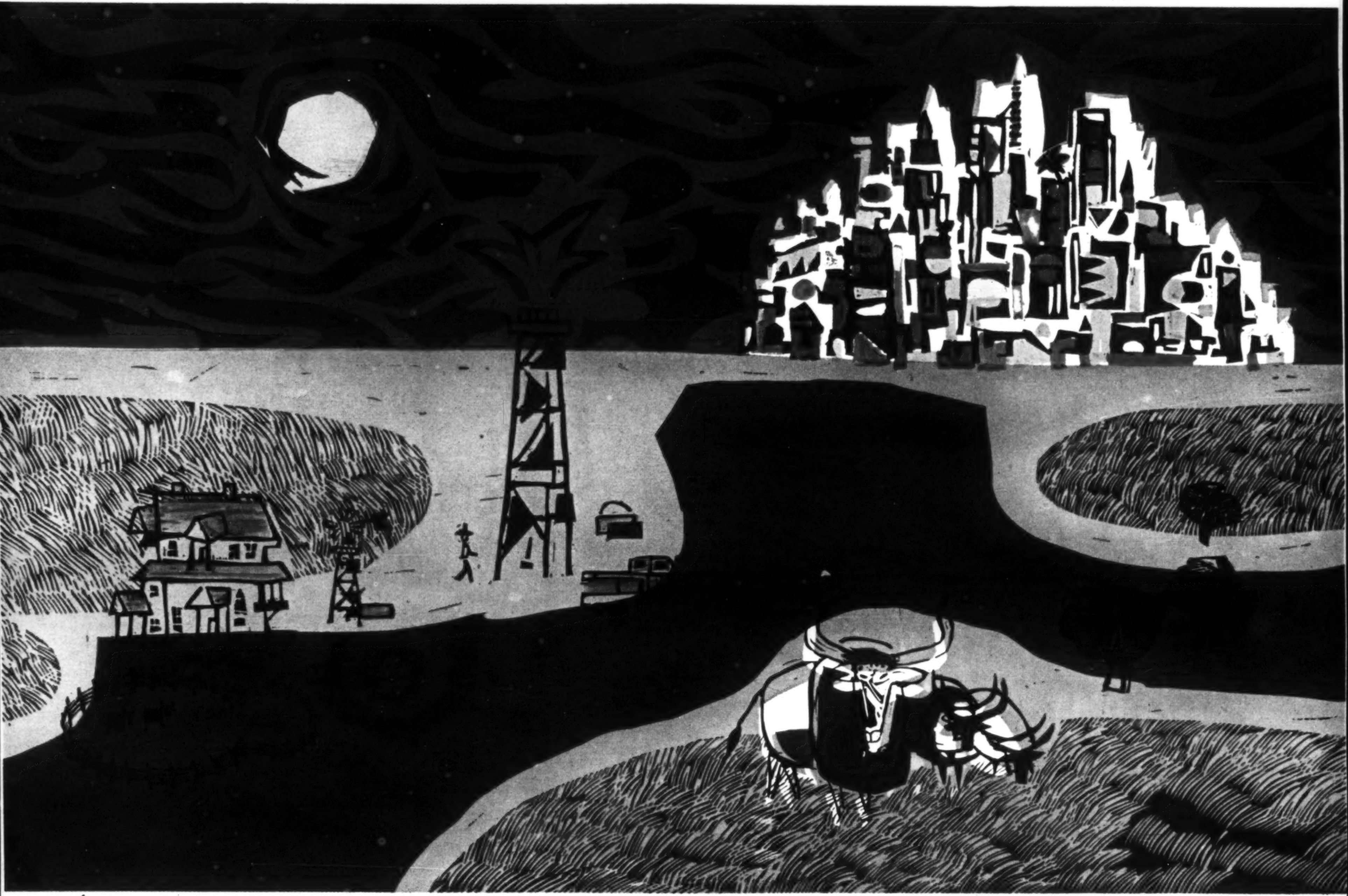
LOS ANGELES 57
The Maurice A. Kimball Co., Inc.
2550 Beverly Blvd. • DU 8-6178

SAN FRANCISCO 5
The Maurice A. Kimball Co., Inc.
681 Market Street • EX 2-3365

THE BIG D

"What did God give Dallas?" asks a Texan. "A group of men who had the will and enterprise to build a city where nobody thought a city could be built."

The same indomitable spirit keeps the Big D leap-frogging ahead today. It's still building, growing, pushing out—commercially and culturally.



Wm. E. Bond

A lithographed reproduction of this woodcut by William E. Bond, size 22" x 15", is available when requested on your business letterhead.

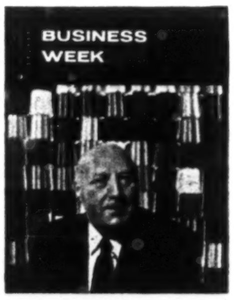
Cotton, cattle and oil put Dallas on the map. But aircraft, food products, electronics, electrical equipment and machinery add to its current growth and prosperity. Not to mention finance. And fashion. In the last ten years the population of Dallas has jumped 50 per cent. *And management-readers of Business Week have more than doubled there.*

Just to give you an idea: Texas Instruments (557 Business Week subscribers), Chance Vought (114), Bell Aircraft (73), Ling-Temco Electronics (34), Collins Radio (66), Dresser Industries (79) . . .

Business Week is big in Dallas. *Every week.* With fresh, factual, timely business news all management men need. Every word, every article in Business Week has been carefully appraised for its content, its usefulness in business.

Where else can management men get a faster, better insight into your products and your company than through your advertising in Business Week?

You advertise in Business Week when you want to influence management men



A McGraw-Hill Magazine
330 West 42nd Street
New York 36, N. Y.

Remarkable
ROCKFORD
1ST
1ST

this is Illinois' TOP CITY

POPULATION: Largest in Illinois, outside Chicago . . . 128,075 persons.

RETAIL SALES: Highest in Illinois, outside Chicago . . . month after month.

INDUSTRIES: More industries than any city in Illinois, outside Chicago . . . 482 of them!

GROWTH RATE: Fastest growing metropolitan area in Illinois . . . 37.9% in last decade.

And incidentally, the Rockford Newspapers ran more ROP retail color linage in the first 10 months of 1960 than any other newspaper in the state, INCLUDING CHICAGO!

ROCKFORD MORNING STAR & Register-Republic
Finest FULL COLOR Facilities

Boost Import Duties to Offset Cheap Labor Abroad, Siragusa Suggests

Head of Admiral Tells NARDA Foreign Rivalry Is 'Erosive, Undermining'

CHICAGO, Jan. 17—A proposal that the U.S. set up "non-discriminatory" duties on goods coming in from "cheap labor countries" was made last week by Ross D. Siragusa, chairman and president of Admiral Corp.

Mr. Siragusa told a session of the National Appliance & Radio-TV Dealers Assn. convention that while the 1961 outlook is promising, "the opportunity for our industry is being curtailed by an erosive, undermining force . . . the force of decay found in cheap-labor foreign competition."

The Admiral head noted that about 4,500,000 transistor radios were shipped from Japan to the U.S. last year, a 10% increase over 1959.

Many foreign manufacturers, he said, "are able to move in this market for only one reason—the competitive advantage of cheap labor."

He said the "non-discriminatory" duties would be duties imposed to "raise the cost of these foreign goods to a level where American products can at least be competitive."

■ Looking at the '61 sales picture, Mr. Siragusa predicted tv set sales will rise slowly in the second half, with the year's total about equal with the 5,750,000 sets sold in 1960. He noted, however, that color tv set sales rose 35% last year, and "we expect to do even better in 1961."

Sales of stereo units should approximate the 4,500,000 sets sold in 1960, he said.

He added that he expected total home radio sets to exceed 11,000,000 unit sales this year, including an alltime record in fm sales.

"The appliance picture, clouded in the past year by excessive production and price cutting, should clear in 1961," he said, predicting that total unit sales of appliances will rise during the year.

■ Claire G. Ely, vp-marketing of Maytag Co., told the NARDA convention that the home laundry appliance market has reached a saturation level which calls for "a totally new emphasis on creative selling" for the replacement market.

He said about 75% of all U.S. households have washers in operating condition, although the level on dryers is still at about 18% to 20% of saturation.

"Ten years ago the replacement market represented only about one-third of all washer sales," Mr. Ely told the group. "By the end of the 1950s this figure had risen to two-thirds. The estimate for 1960 is that it represented approximately three-fourths of total washer sales and . . . this will continue to rise."

In addition to the need for creative selling, the Maytag executive urged retailers to widen their trade-in operations and to provide adequate service for household appliances.

■ While Mr. Ely talked of saturation conditions, NARDA board chairman Mort Farr listed areas in which "pioneering enterprise and leadership" are needed:

- "The saturation of washer-dryer combinations is less than 2% of the total market.
- "82% of the gas and electric dryer market is yet to be developed.
- "93.7% of the dishwasher market is awaiting our action.
- "78% of the freezer market is yet to be developed.
- "Less than 0.01% of the nation's homes have frost-free refrigerators or freezers.
- "Stereo recorded music and its reproduction are still in infancy.
- "We have made little progress toward the mass marketing of commercial fm radio.
- "Home air conditioning is enjoyed by only 12% of our homes.
- "Color tv . . is in less than 2% of our homes." #

Warren Boosts Howe

S. D. Warren Co., Boston, paper manufacturer, has promoted John F. Howe from its advertising department to advertising director.

He's pre-sold here, but...

when he turns to the Yellow Pages, he's ready to buy

Advertise regionally or nationally? Then it's vital to complete your selling cycle by advertising in the Yellow Pages. The Yellow Pages reaches your customers at a vital time – *right* when they're ready to buy.

With National Yellow Pages Service, you can run *selling* advertising in the Yellow Pages – ads that support and strengthen your campaign.

Another National Yellow Pages Service feature: you buy any combination of up to 4,000 directories across the country to fit your marketing pattern. And no red tape. One contact, one contract, one monthly bill cover your NYPS program.

For details on how you can sell better, contact your National Yellow Pages Service representative through your Bell Telephone Business Office.

ONE CONTACT/ONE CONTRACT/ONE MONTHLY BILL

NATIONAL YELLOW PAGES SERVICE

The San Francisco Chronicle

is proud to announce that in the past three years it has gained more daily circulation than any other newspaper in the United States.

TOTAL DAILY CIRCULATION GAINS 1958, 1959 & 1960

San Francisco Chronicle	**Gained 83,659**
Philadelphia Daily News	**Gained 79,080**
New York Times	**Gained 73,458**
Los Angeles Times	**Gained 67,625**

Source: Based on analysis of ABC Publisher's Statements for September 30, 1957, 1960, subject to audit

A *SERVICE* magazine speaks *HIS* language

A man engrossed in his big interest likes to share it with others. He likes to talk about it . . . read about it. He's at home with those who understand his enthusiasm—who talk his language.

The man who is especially interested in the mechanical aspects of his home, his job, his leisure time activities . . . he's the kind of man who reads POPULAR MECHANICS. And for good reason. PM is edited for his special interests, be they his car, his boat, his home workshop, or other things mechanical. PM is *his* kind of magazine. It speaks *his* language. It shares *his* interests.

The hearty welcome given POPULAR MECHANICS each month by five million men extends to your product message when it's in the magazine they turn to for ideas . . . the *service* magazine for men.

POPULAR MECHANICS
A HEARST MAGAZINE

reporting the mechanics of modern living

Needham Reports '60 Billing Up 18%, to $45,576,626

Agency Netted $382,533, 0.84% of Billings in Biggest One-Year Gain

CHICAGO, Jan. 17—Needham, Louis & Brorby reported today $45,576,626 in billings for 1960, a record high and an 18% increase over 1959. Net income—also an all-time high—was $382,533, or 0.84% of billings, or 5.78% of commissions and fees, which added up to $6,617,692.

Maurice H. Needham, board chairman, who was reelected along with other board members, also told the agency's employes at their annual meeting that 1960 was the tenth consecutive year with increased billings, ending a decade that saw a growth of 400%. The gain in 1960 was the largest in the agency's 36 years.

▪ An employe-owned corporation, NL&B now has 149 shareholders, a number representing 41% of its employes. As of Nov. 30, 1960, 120,080 shares were outstanding. With a book value of $14.94 each, all were owned by 140 employes. The shareholders received $84,091 in dividends, or 70¢ per share. Capitalization consists solely of common stock, ownership of which is limited to employes. The agency's net worth at year's end was $1,794,583.

Commissions and fees amounted to 14.52% of billing, according to the report to employes, who received the lion's share—55.3% in salaries, 6% in profit sharing and 1.3% in dividends—of the agency's income.

Other portions of gross expenditures were retained earnings (4.5%); rent (7.6%); office expense (2%); federal income tax (5.5%); and "other" (17.8%).

▪ In addition to Chairman Needham, reelected to the board were Paul C. Harper Jr., Melvin Brorby, James G. Cominos, Edmond C. Dollard, Vinton H. Hall, James L. Isham, Richard H. Needham and John F. Whalley.

As of Jan 17, 1961, officers include Mr. Needham, chairman; Mr. Harper, president; Mr. Brorby, senior vp; Mr. Isham, exec vp in charge of creative services; Richard H. Needham, exec vp in charge of administration; and Mr. Whalley, financial vp and secretary; plus 30 vps; and seven others considered officers though not vps.

The agency lists 21 U. S. companies as clients, ranging from S. C. Johnson & Son, an NL&B account since 1929, to Rival Packing Co. and Standard Oil Co. (N. J.), both of whom were added in 1960.

Four Canadian subsidiaries of U.S. clients and five Canadian companies are also serviced by the agency.

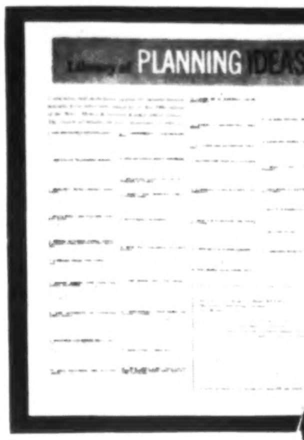
▪ Needham, Louis & Brorby is one of the few agencies that release detailed financial information to their employes and the public. Today's meeting and report marked the 14th consecutive year that the agency observed its "open books" policy. #

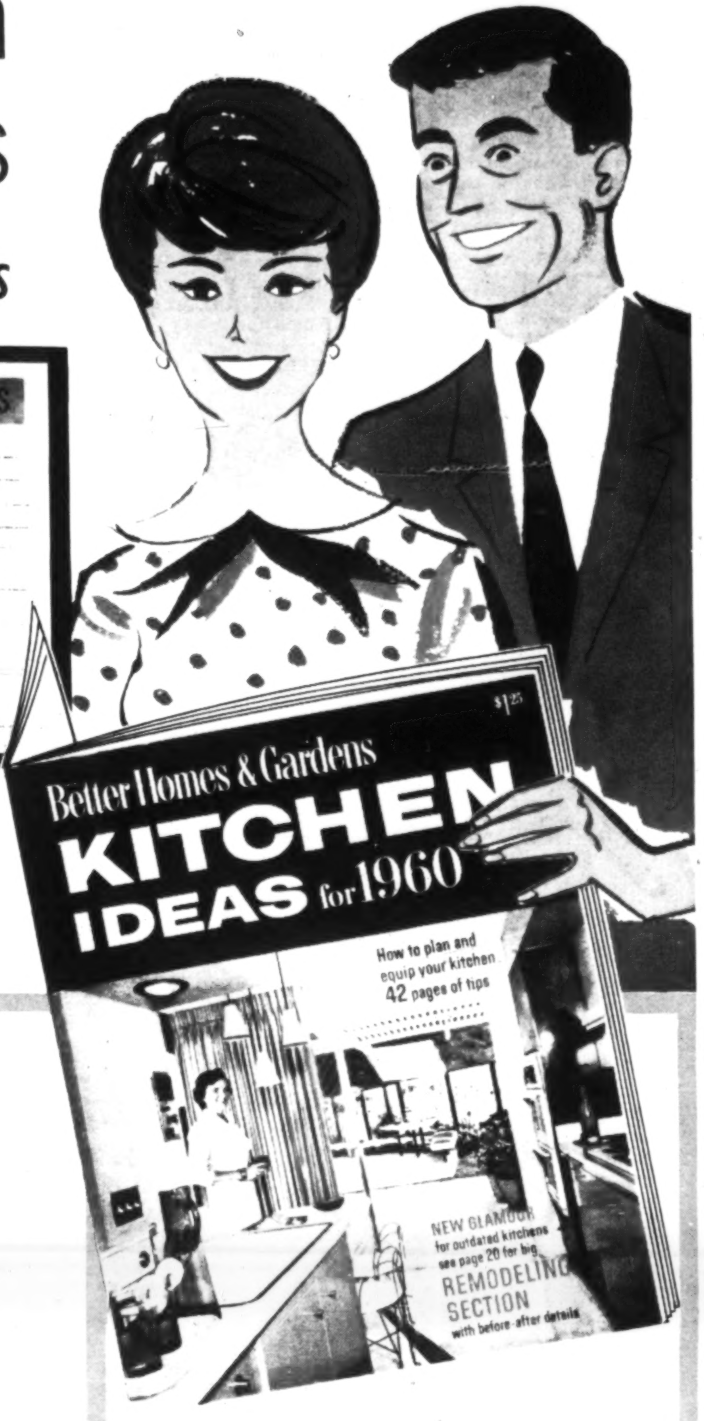
Hydroswift to Francom

Francom Advertising Agency, Salt Lake City, has been named to direct all advertising and promotion for Hydroswift Corp., Salt Lake City, boat manufacturer. Hydroswift formerly was known as Ludlow-Townley Co.

Readers ordered more than 400,000 Advertisers' Booklets

FROM THE *1960 Better Homes & Gardens Idea Annuals*

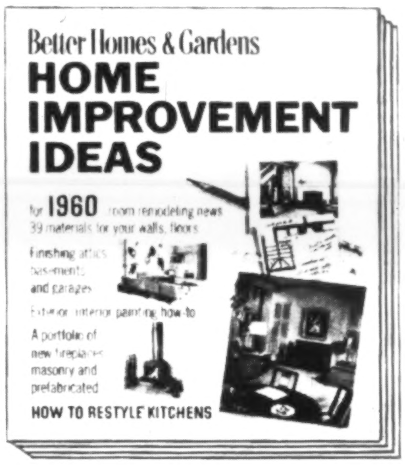

Library of PLANNING IDEAS


$1.25
Better Homes & Gardens
KITCHEN IDEAS for 1960
How to plan and equip your kitchen 42 pages of tips
NEW GLAMOUR for outdated kitchens see page 20 for big REMODELING SECTION with before-after details

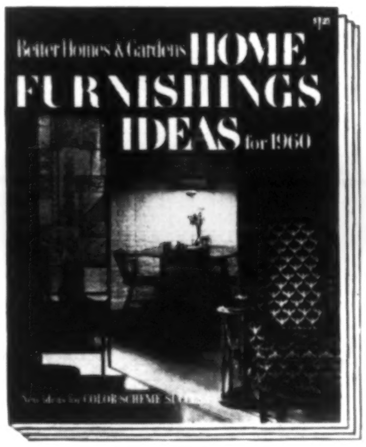
Plan for your free 1961 listing now! In each of 5 Better Homes & Gardens Idea Annuals you will find pages headed "Library of Planning Ideas." Any advertiser placing an advertisement in a BH&G Idea Annual may have a listing *without charge* in the Library of Planning Ideas pages for that particular issue. The listing will give the name of and details about literature he would like to have in the hands of his prospective customers.

Requests for literature through these listings are phenomenal.

Help yourself to this service: (1) Pick the BH&G Idea Annual or Annuals best suited to your product. (2) Provide BH&G with copy for your literature listing according to specifications. (3) Forward copy to Idea Annuals Sales Dept., Des Moines, at least 5 days before closing date of the issue in which your ad is to appear. You will receive your orders in the form of keyed ready-to-mail labels from BH&G; also a BH&G check at the end of each month for "for sale" booklets processed by BH&G.

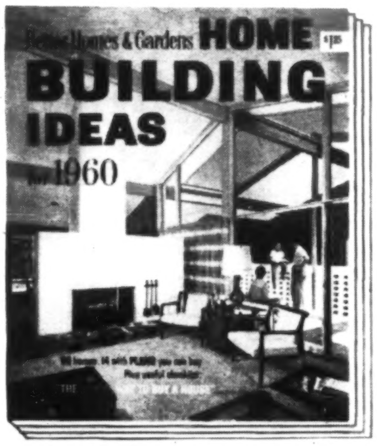

Better Homes & Gardens
HOME IMPROVEMENT IDEAS
for 1960
HOW TO RESTYLE KITCHENS

Circulation: 180,000
1961 Closing Date: June 15
On Sale Date: August 22, 1961


Better Homes & Gardens HOME FURNISHINGS IDEAS for 1960

Circulation: 475,000
1961 Closing Date: July 14
On Sale Date: September 21, 1961

Circulation: 225,000
1961 Closing Date: October 16
On Sale Date: December 21, 1961

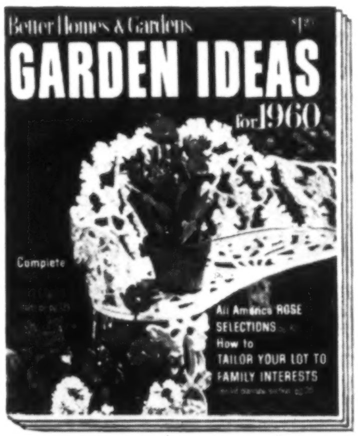

Better Homes & Gardens HOME BUILDING IDEAS for 1960

Circulation: 185,000
1961 Closing Date: November 15
On Sale Date: January 18, 1962

THE NEW
ISSUES
ARE NOW
FILLING!

Get in touch with your nearest BH&G office or write: Better Homes & Gardens Idea Annuals, Des Moines 3, Iowa.

MEREDITH OF DES MOINES
...America's biggest publisher of ideas for today's living and tomorrow's plans


Better Homes & Gardens
GARDEN IDEAS for 1960
Complete
All America ROSE SELECTIONS
How to TAILOR YOUR LOT TO FAMILY INTERESTS

Circulation: 135,000
1961 Closing Date: December 15
On Sale Date: February 20, 1962

Gardner, Sidebottom Named

The *Columbus Dispatch* and *Citizen-Journal*, Columbus, O., has appointed Gordon T. Gardner retail advertising manager. Guy H. Bullock continues as retail advertising director. Whitney Sidebottom, formerly in charge of furniture advertising for the retail department, succeeds Mr. Gardner as assistant retail manager.

Luxury Living
overlooking Lake Michigan
on CHICAGO'S GOLD COAST

Enjoy superlative luxury only five minutes from downtown . . . steps from famous restaurants and exclusive North Michigan Avenue stores. Superb appointments and friendly service. Rooms, suites and apartments by the day, month or year.

Donald O. Cronin, Mgr.
SUperior 7-8500

LAKE SHORE DRIVE HOTEL
181 E. Lake Shore Drive, Chicago

Gould Marks 25th Year with 'U.S. News' as Ads in Dailies Tell 1,200,000 Circulation

WASHINGTON, Jan. 17—Anthony R. (Andy) Gould, who says he's "done everything in the publishing business except take dictation," celebrates his 25th anniversary with *U.S. News & World Report* this year.

When he joined the magazine in January of 1936 as circulation manager, "we were trying to keep 50,000 circulation," he recalls. Since those days, *U.S. News* readers have grown to 1,200,000, and Mr. Gould has kept up with the pace. He was named a vp in 1942 and business manager in 1947.

■ This month *USN&WR* ran newspaper ads in six cities—New York, Chicago, Cleveland, Detroit, Boston and Pittsburgh—announcing this net paid circulation figure. The ads, which are also scheduled for business publications, point out that this is the first time a magazine devoted exclusively to national and international news has reached a circulation of this size.

"I've never counted the number of newspapers we use, and I don't intend to," Mr. Gould told ADVERTISING AGE. "We're always testing a number of them. When we find a good paper, we keep using it."

Mr. Gould is of the opinion that *USN&WR* subscribers "get a little sore" when they receive direct mail ads from the magazine. "But when they see one of our ads in the newspapers they say, 'That's my magazine,' and they want to see what we have to say.

"I guess all this sounds pretty unscientific," he said, "but it's contributed a great deal to our growth."

Mr. Gould credits the rise in circulation to the change in format from a newspaper to a magazine, initiated in 1940. "We were kiting along pretty fast after that," he said.

■ Mr. Gould declared: "All I've tried to do is sell what the magazine does and no fancy tricks," he said. In his promotion letters Mr. Gould never gets around to price until the second page. "I don't want to give the impression that the thing has to be sold at a bargain price," he said.

"We emphasize personal usefulness. To be successful, you've got to build the reputation of the magazine around what it is."

His philosophy is to promote *U.S. News* on a "substantial basis." If people don't need it, they won't buy it for long, he says. "I haven't seen any hula-hoops or yo-yos around lately, have you?" he asked.

Andy Gould

■ Mr. Gould majored in agriculture at the University of Illinois, where he worked as a reporter on the *Daily Illini*. His first job was for the *American Sheep Breeder & Wool Grower*. There he did everything, he said, from reporting to circulation to advertising to setting type.

In 1923, he joined *Bankers Monthly* as a reporter. From there he went with *Child Life*, another Rand McNally & Co. publication, as circulation director.

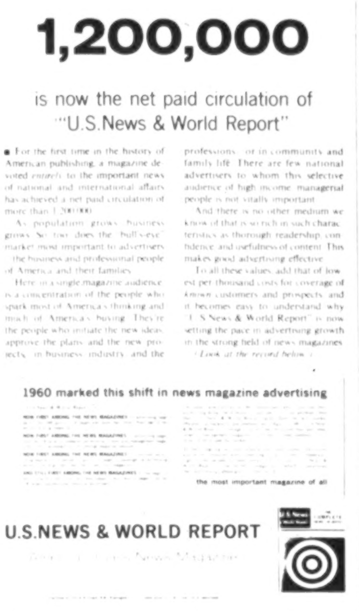
Why did he switch from the editorial to the circulation department? "That's easy," he said. "You can write a good article and maybe you'll get one or two letters," he explained. "But I'm a more practical man. When you write a good promotional letter, you can measure the results. I like to see the orders come in."

Mr. Gould said when he first worked for *Child Life*, he would wrap the issues himself.

The secret of successful publishing is not really much of a mystery, Mr. Gould believes. "Come up with a good idea and promote what you've got. It's as simple as that."

■ Mr. Gould was born in Berkeley, Cal., married a girl from New Bedford, Mass., and went to school in Illinois. The Goulds have two daughters, Caroline Barrett and Marjorie Smiley, and six grandchildren.

His hobby is collecting different varieties of holly. He has grown over 80 varieties of the plant and is believed to have one of the largest private collections in the East. #



1,200,000

is now the net paid circulation of "U.S.News & World Report"

● For the first time in the history of American publishing, a magazine devoted *entirely* to the important news of national and international affairs has achieved a net paid circulation of more than 1,200,000.

As population grows, business grows. So too does the "bull's-eye" market most important to advertisers—the business and professional people of America and their families.

Here in a single magazine audience is a concentration of the people who spark most of America's thinking and much of America's buying. They're the people who initiate the new ideas, approve the plans and the new projects—in business, industry, and the professions—or in community and family life. There are few national advertisers to whom this selective audience of high income, managerial people is not vitally important.

And there is no other medium we know of that is so rich in such characteristics as thorough readership, confidence and usefulness of content. This makes good advertising effective.

To all these values, add that of lowest per thousand costs for coverage of *known* customers and prospects, and it becomes easy to understand why "U.S.News & World Report" is now setting the pace in advertising growth in the strong field of news magazines.

(*Look at the record below.*)

1960 marked this shift in news magazine advertising

the most important magazine of all

U.S.NEWS & WORLD REPORT

'BULL'S EYE MARKET'—*This ad is being used by U.S. News in the New York Times and Herald Tribune, Chicago Tribune, Detroit Free Press, Cleveland Plain Dealer, Pittsburgh Post-Gazette and Sun-Telegraph and the Boston Herald-Traveler.*

Huyck Felt to Van de Car

Van de Car & Warner, Schenectady and Albany, has been named advertising agency for Huyck Felt Co., a division of Huyck Corp. One of the oldest felt manufacturers, the company has plants in Rensselaer, N.Y., and Aliceville, Ala. Douglas C. Warner, agency exec vp, will be account executive. Richard Meyer Jr. is Huyck Felt advertising director.

Gage to Robertshaw-Fulton

Robert M. Gage has been appointed planning and advertising manager of Acro division of Robertshaw-Fulton Controls Co., Columbus, O. While serving with the Franklin county engineering department, Mr. Gage majored in international marketing at Ohio State University.

NEW YORK STATE

The Syracuse Market is BIG

230,814 Salesmen*
WORK THIS TERRITORY EVERY DAY!

. . . and they know the territory. The **Syracuse Market** is 15-COUNTIES-BIG . . . and covers one-third New York State's total area. It is **delivered** by only **one** efficient, low-cost way . . .

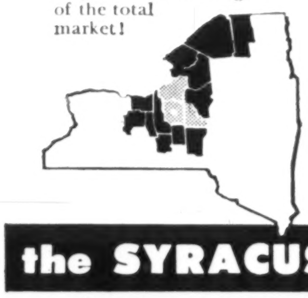
THE SYRACUSE NEWSPAPERS

This big, rich, buying market . . . ALL OF IT . . . must be in your advertising plans! No other combination of media in this area delivers comparable coverage at a comparable cost. Get the details—circulation, influence-power, and full market measurement from MOLONEY, REGAN & SCHMITT.

**The combined circulation of the Syracuse Newspapers.*

FULL COLOR AVAILABLE—
Daily & Sunday

Buy TOTAL coverage of the total market!



*SRDS Consumer Market Data

Results of Selling Research Inc., Latest Test Market Survey

the SYRACUSE NEWSPAPERS

HERALD-JOURNAL & HERALD-AMERICAN
Evening Sunday

THE POST-STANDARD
Morning & Sunday

Represented Nationally by MOLONEY, REGAN & SCHMITT

CIRCULATION: Combined Daily 230,814 Sunday Herald American 202,467 Sunday Post-Standard 102,966

WISCONSIN
1070

TEST-DRIVE WKOW'S 10,000-WATT POWER!

★ Just set your radio dial at 1070 and drive all day—from Milwaukee on the east to La Crosse at the Minnesota line; from Stevens Point up north to Rockford down in Illinois.

You'll hear Madison's 10,000-watt WKOW coming in clear as a bell every mile of the way.

That's real radio mileage for you. It demonstrates that WKOW is one of America's great area stations—Wisconsin's most powerful!

Just set your sales goal at 1070—and smile all day!

CBS in MADISON
WKOW/1070
RADIO

WISCONSIN'S MOST POWERFUL RADIO STATION

TONY MOE, Vice-Pres. & Gen. Mgr.
National Representatives: THE BOLLING CO.
In Minneapolis: WAYNE EVANS & ASSOC.

MIDCO
Midcontinent Broadcasting Group
WKOW-AM and TV Madison; KELO-LAND TV and RADIO Sioux Falls WLOL-AM, FM Minneapolis-St. Paul; KSO RADIO Des Moines

WAVE-TV viewers have 28.8% more SNIFFLES

—and gargle, gurgle and swallow 28.8% more products "for the relief of colds"!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
NBC SPOT SALES, National Representatives

PRESTIGE

FOR YOUR PRODUCT WHEN BUYING DECISIONS ARE MADE

MILKING EQUIPMENT SALES
AS ADVERTISED IN
WISCONSIN Agriculturist

ADVERTISE IT IN

AMERICA'S DAIRYLAND

WISCONSIN Agriculturist

SERVING WISCONSIN FARM FAMILIES 110 YEARS

Remarkable Preference At All 3 Influence Levels Proves Wisconsin Agriculturist the Dominating Selling Force in Rural Wisconsin

Wisconsin Agriculturist is a farm family magazine—read by farmers and their wives . . . preferred by farmers and their wives. No general interest magazine penetrates rural Wisconsin over 21 percent. Wisconsin Agriculturist reaches 80 percent of the farms of Wisconsin.

When farmers are surveyed, they name Wisconsin Agriculturist as their first choice by 3 to 1 over the next highest farm publication.

Milking equipment dealers and other dealers in rural Wisconsin pick Wisconsin Agriculturist by up to 8 to 1. Agricultural leaders—county agents—answer in like margins.

Whether you sell milking equipment or buttermilk pancake mix, Wisconsin Agriculturist is the one way to build prestige for your product in Wisconsin fast. Be sure it's on your advertising schedules.

In 1960, Wisconsin Agriculturist ranked 5th among all farm publications in commercial advertising lineage—topped everything circulating in Wisconsin.

SURVEY
WISCONSIN Agriculturist
PROVED
WISCONSIN FARMERS
1ST PREFERENCE

WISCONSIN AGRICULTURIST
1125 Sixth Street, Racine, Wisconsin

Member of **MIDWEST FARM PAPER UNIT**, 35 E. Wacker Dr., Chicago 3; 250 Park Ave., New York 17 • West Coast Representative: TOWNSEND, MILLSAP & CO., 110 Sutter St., San Francisco 4; 159 S. Vermont, Los Angeles 4

How to get up to

25% more audience for your network dollar

15% more homes than you get on Network Y! 25% more homes than you get on Network Z! Doesn't it make good sense to get on ABC-TV?

	HOMES DELIVERED PER DOLLAR*
ABC-TV	**311**
NET Y	271
NET Z	246

*Source: Average CPM of $3.22 for ABC-TV, $3.69 for Net Y and $4.06 for Net Z. (Sunday 6:30-11 pm, Monday through Saturday 7:30-11 pm.) National Nielsen TV Index, Average Audience, Dec. 1, 1960. Report NTI Cost 2 weeks ending October 16, 1960. (Estimated time and published talent costs.)

ABC TELEVISION

Tell Public, Too, That Crest Is Approved, Not Endorsed, Toothpaste Rivals Urge ADA

NEW YORK, Jan. 17—The cold war between the American Dental Assn. and several toothpaste manufacturers, because of the ADA recognition of Procter & Gamble's Crest toothpaste, has erupted again in unfavorable reactions to ADA's letter to retailers on the subject.

Two major manufacturers last week wanted to know why ADA does not notify consumers as well as retailers that use of the words "endorses" or "approves" instead of "recognizes" is an exaggeration of the facts concerning ADA's recognition of Crest as providing "some" protection against tooth decay.

Earlier this month ADVERTISING AGE reported that ADA has written to about 85 food, variety and drug store chains urging them not to exaggerate claims for Crest in local advertising and displays by using the words "endorsed" or "approved" (AA, Jan. 9). In addition, ADA requested that its name not be mentioned in any local promotions.

In answer to queries by ADVERTISING AGE several manufacturers commented on the letter, but declined to have their names used.

■ One major competitor of P&G stated:

"We are aware of the trade's innocent misuse of the words 'endorsement' or 'approval' in relation to Crest. Frankly, we had hoped that this would help prove to the ADA that the manner in which the entire Crest situation was handled misled, not only the dealers, but also millions of consumers, and even the dentists who make up the membership of the ADA.

"After all, the first full-page advertisement of Crest during August, apparently with the ADA's blessing, featured a headline which read 'tooth paste brand wins dental group's approval'," the company said.

"It is our opinion that writing to a few dealers is only a relatively minor gesture. Millions of consumers are still under the impression that Crest has been 'endorsed' or 'approved' by the dental profession, and many are using it with this erroneous concept in mind," the company said.

■ "At the same time, we are puzzled over the ADA policy, which on one hand, on Dec. 2, tells a few dealers that they should not say that the ADA has 'endorsed' or 'approved' Crest, while on the other hand, the ADA—in its own newsletter mailed to the profession Dec. 31—reprinted 20 newspaper articles—all of which feature the word 'endorsement' or 'approval,' thus once again suggesting to the dental profession that an actual endorsement has taken place," it said.

Another important toothpaste maker queried by AA had this to say:

"We were not surprised that the ADA sent out a word of warning about the fact that it had neither endorsed nor approved Crest toothpaste, but we were a little surprised that the ADA limited its words of warning to retailers and did not spread that same warning to the millions of understandably confused consumers."

■ In regard to the publicity reprints, ADA said they were sent only to members and were designed only to inform members of the scope and type of publicity being generated by the ADA annual meeting and Crest matter, and the mailing was not intended to imply any approval of the accuracy of the stories.

Lever Bros. said: "From the beginning we have seen fit not to comment [about the ADA action], and we see no need to change our policy now."

■ For the present, the furor is confined mostly to the business press and retail trade, where it will probably have little effect on toothpaste sales unless it spills over into the mass consumer media.

In a confidential bulletin to members, one drug association commented this week: "This ADA action, while appearing to be late in arriving, may indicate that the ADA is going to check Crest advertising more closely, and that the dentists association's program includes similar clarification to other groups, including the press itself.

"In the members' interest," the bulletin continued, "we suggest the possibility that in the near future much stronger disclaimers by the ADA may be anticipated. No member can afford to be placed in the position of advertising claims which elsewhere in the same paper may be disclaimed or denied."

Another drug association director characterized the ADA letter as "plain, ordinary double talk."

■ A Procter & Gamble Co. executive said last week that P&G was in complete agreement with the ADA letter. ADA had emphasized that P&G was in no way responsible for the misleading local advertising. All Crest advertising approaches are still being cleared through ADA.

The controversy over the ADA "endorsement/approval/recognition" is no mere exercise in semantics. Since the ADA announcement last August that Crest, because of its stannous fluoride ingredient, provided a measure of effectiveness in preventing tooth decay, its share of market has catapulted from about 11% to close to 20%, according to recent market reports. It is still the No. 3 toothpaste, although it is now considerably stronger, exceeded by P&G's Gleem and Colgate.

Taking the most recent *Drug Topics* retail estimate of the toothpaste market—$228,000,000 in 1959—would mean that each one point rise in share of market is worth more than $2,000,000 to Crest at retail and that it may have picked up some $10,000,000 worth of retail business since last August. ⌗

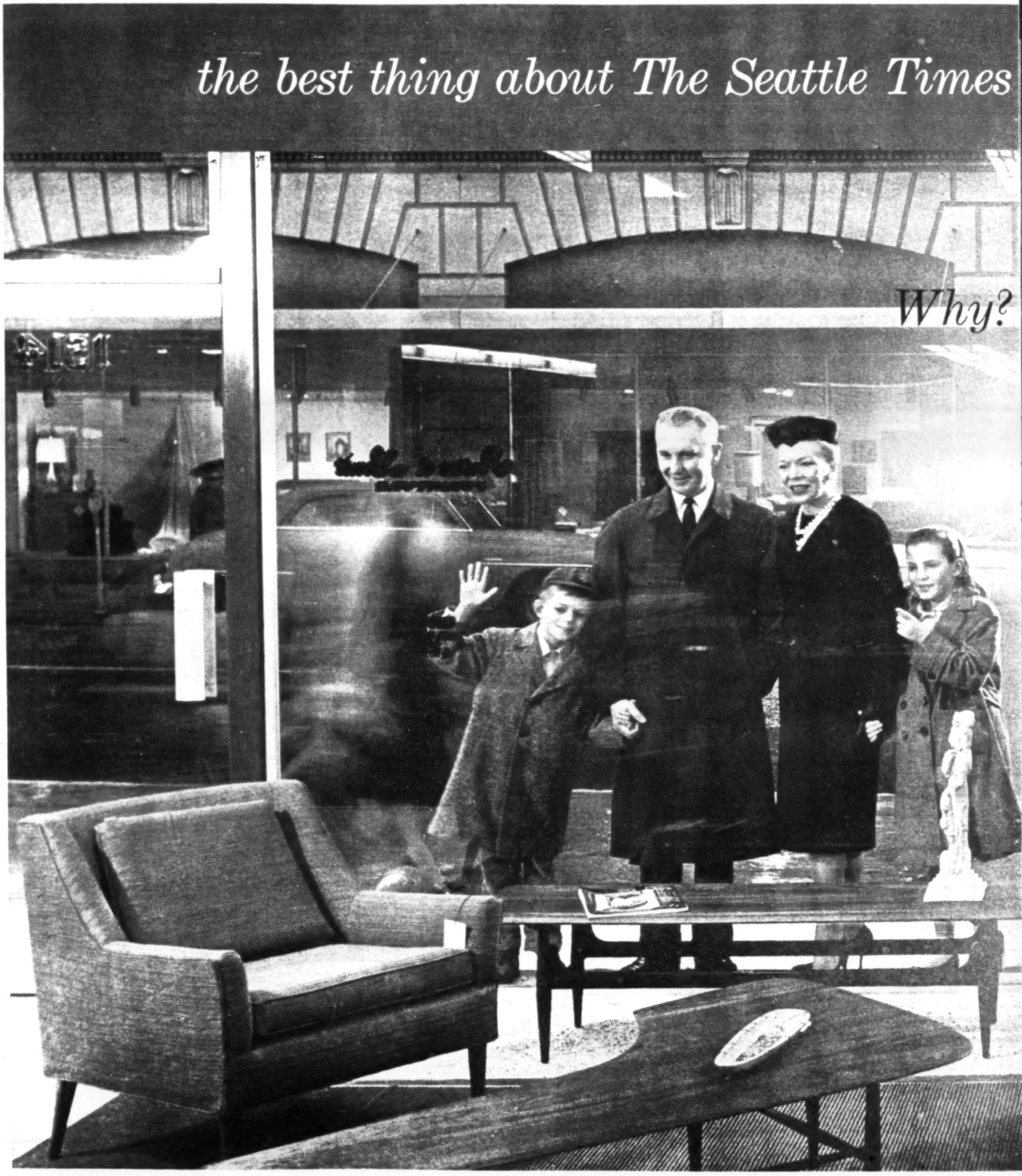
Chirurg & Cairns Adds Two

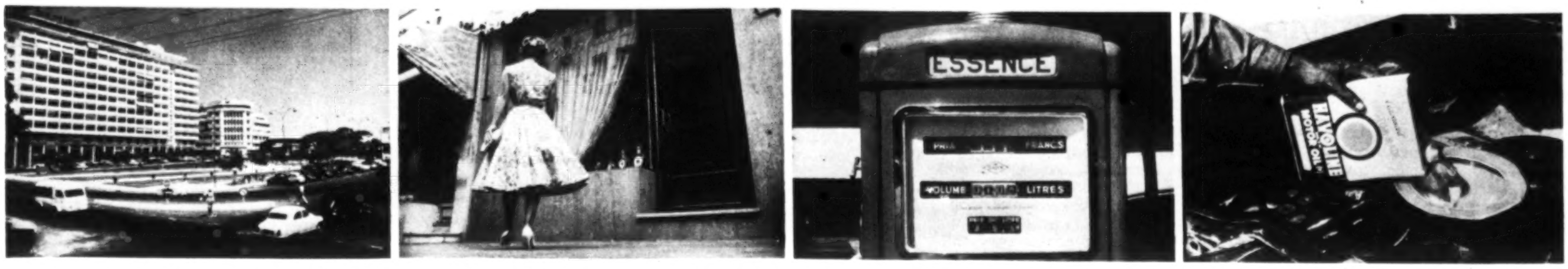
Hotel Corp. of America has named Chirurg & Cairns, New York and Boston, advertising, marketing and sales promotion consultant for its new Burmuda hotel set to open in July. Chirurg & Cairns also has been named to handle advertising for Duofold Inc., Mohawk, N. Y., men's and women's underwear manufacturer, effective Feb. 1. Mogul Williams & Saylor formerly handled the account.

Solid People

Real Estate advertising attracts substantial investors. The Mirror is second in all Real Estate among New York's seven dailies — and first in New Homes advertising.

Make The Mirror a MUST!


the best thing about The Seattle Times
Why?



FRENCH LESSON—*These scenes of Dakar, Africa, are from a Texaco commercial shown on NBC-TV's "Huntley-Brinkley Report." Because French is the language of the newly-formed Republic of Senegal (of which Dakar is the capital), the tv ad provides a colorful touch by naming the scenes first in French and then in English. The second photo above, of "les girls chic," seems to require no English translation. As a close-up of a Texaco gasoline pump is shown, third shot, two voice-over announcers tell viewers "l'essence" is synonomous with Texaco Fire Chief. "L'huile pour le moteur" becomes "Havoline Motor Oil" as the last photo shows a close-up of the oil being poured into a crankcase. The commercial, which points up Texaco's world-wide distribution, was produced by Robert Yarnall Richie Productions. Cunningham & Walsh is the agency.*

WGN Moves to New Offices

WGN Inc., Chicago, operator of WGN and WGN-TV, has begun moving to its new offices at 2501 Bradley Pl. The two-story building occupies 104,500 sq. ft. on a 13.6 acre site. WGN's former offices have been remodeled for occupancy next month by the editorial, advertising, circulation and business operations of *Chicago's American*, owned and operated by the *Chicago Tribune*. WGN will retain the present administration offices and conference room as a downtown center for use by management and sales personnel.

Merchandising Kit Available

A merchandising kit for its new sound-slide film has been prepared by Business Publications Audit of Circulation, New York. The kit gives suggestions on how the film, "The Quality of Numbers," can be used at sales meetings and tells how to take advantage of BPA's regional presentations.

U.S. Borax Adds Daytime Spot TV

NEW YORK, Jan. 17—Increased tv advertising expenditures were named as the principal reason for a possible temporary earnings lag during the first part of the fiscal year by James M. Gerstley, president of U.S. Borax & Chemical Corp.

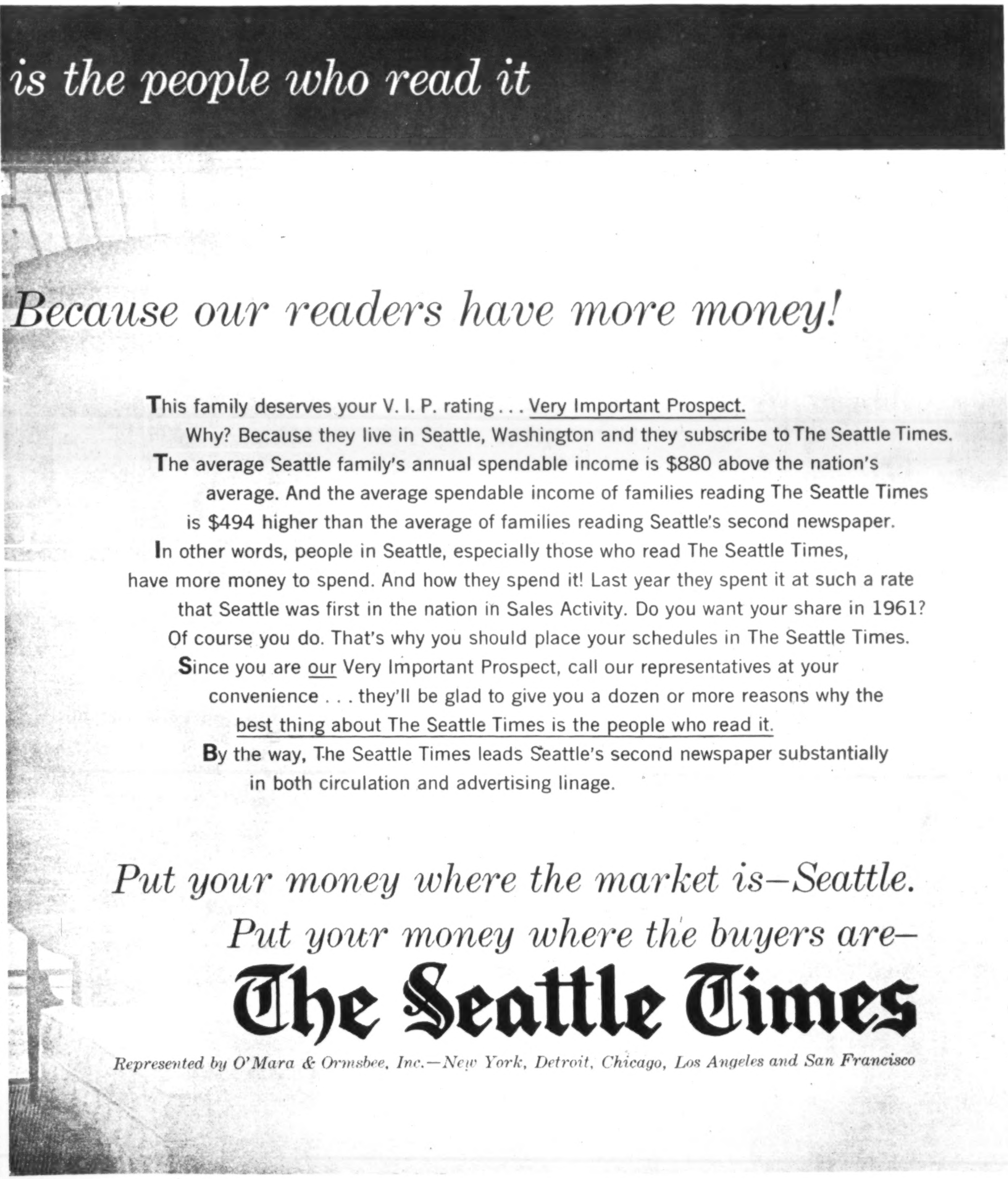
In a speech delivered before the New York Society of Security Analysts last week, Mr. Gerstley said the effect of the increased ad spending for 20 Mule Team borax products should be cumulative. In the early months of a campaign, he said, sales gains are likely to be small, while greater ad costs are immediate.

Hugo Riemer, exec vp, said that U.S. Borax decided this current fiscal year to increase its tv ad coverage through the use of spot commercials on daytime tv shows, in addition to the sponsorship of its regular weekly tv production, "Death Valley Days."

The decision to expand into daytime tv in order to reach new audiences was made after extensive market tests were concluded, Mr. Riemer said. #

Drug Store Sales Up in '60

Drug Topics reports that retail drug store sales increased 6.4% in 1960 to a total of $7.7 billion. Chain stores accounted for 22.6% of the total business, compared with 22.3% in 1959.



is the people who read it

Because our readers have more money!

This family deserves your V. I. P. rating . . . Very Important Prospect.
Why? Because they live in Seattle, Washington and they subscribe to The Seattle Times.
The average Seattle family's annual spendable income is $880 above the nation's average. And the average spendable income of families reading The Seattle Times is $494 higher than the average of families reading Seattle's second newspaper.
In other words, people in Seattle, especially those who read The Seattle Times, have more money to spend. And how they spend it! Last year they spent it at such a rate that Seattle was first in the nation in Sales Activity. Do you want your share in 1961? Of course you do. That's why you should place your schedules in The Seattle Times.
Since you are our Very Important Prospect, call our representatives at your convenience . . . they'll be glad to give you a dozen or more reasons why the best thing about The Seattle Times is the people who read it.
By the way, The Seattle Times leads Seattle's second newspaper substantially in both circulation and advertising linage.

Put your money where the market is—Seattle.
Put your money where the buyers are—
The Seattle Times

Represented by O'Mara & Ormsbee, Inc.—New York, Detroit, Chicago, Los Angeles and San Francisco

WTRF-TV STORY BOARD

Bosses would like to pay their employees what they're worth but it's against the minimum wage law.

T. R. Effic!

Wheeling wtrf-tv

Traffic Judge: "Alcohol, and alcohol alone, is responsible for your miserable condition."
Drunk: "Oh, thank you so much, your Honor. You are the firsh one who hasn't said it's all my fault."

wtrf-tv Wheeling

The trouble with being a good sport is that you have to lose to prove it!

Wheeling wtrf-tv

Wanna hear some of our specific success stories and how WTRF-TV gets results for alert advertisers? Ask us or our rep George P. Hollingbery.

wtrf-tv Wheeling

From the WTRF-TV Fictionary of Daffynitions:
ALIMONY—Bounty on the Mutiny
MUMMIES—Egyptians pressed for time
SPINSTER—Gal without a gent to her name
OLDSTER—An ancient jail
RENO COCKTAIL—Marriage on-the-rocks
(Send us some of your gems and favorite goodies?)

Wheeling wtrf-tv

If all else fails . . . follow directions or check the index!

wtrf-tv Wheeling

Wanna saturate this Wheeling-Steubenville Industrial Ohio Valley with your message? WTRF-TV will do it for you from Wheeling. Oh yes, there's a merchandising plan for you, too.

National Rep: George P. Hollingbery

CHANNEL SEVEN NBC WHEELING, WEST VIRGINIA

Sales Promotion Execs Increase Use of Outside Experts, 'AR' Reports

CHICAGO, Jan. 17—An over-all increase in the use of outside specialists—in agencies, art studios, direct mail houses, etc.—by company sales promotion executives is noted by *Advertising Requirements* in its February issue.

The magazine presents a comparison of the results of surveys conducted for the Sales Promotion Executives Assn. in 1958 and 1960.

"This increase probably indicates a growing demand for professionalism in the output of the sales promotion department, and therefore a heavier reliance on specialists. Internal work is being limited to the creative and the planning aspects of programs, it would seem," the magazine reports.

The only category to drop since the 1958 survey is the ad agency, although it is still the dominant outside service, with the highest number—73% of the 403 sales promotion executives responding—reporting its use. In 1958, users of advertising agency assistance represented 75.7% of the survey's respondents.

■ According to the *Advertising Requirements* comparison, use of outside copywriters has jumped from 35% to 37.5%; artists from 59.8% to 63%; and production men from 41.3% to 47.1%.

"The most remarkable change is the increasing reliance on the use of the direct mail house, which jumped from 38.4% to its present 45.5%. The sales promotion agency showed an increase as well, although a smaller one, from 14.4% to 18.2%," according to the report.

The sales promotion executive himself is found to be "growing in stature, in responsibility and importance." He also is increasingly better paid, with 15.6% of the respondents in the $20,000-and-up bracket.

With 340 mentions, sales meetings led the list of 23 functions "in which [the sales promotion executives] participated regularly." Others included advertising (333 mentions); direct mail (294); sales bulletins (280); writing copy (274); merchandising planning (270); pr (264); printing production (257); contests (231); point of purchase (225); sales training (218); audio visual aids (203); market research (202); sales manuals (197); and catalogs (189).

■ "Look at the sales promotion executive," says *AR*. "He is a man who, on the average, is responsible for spending about $400,000 of his company's money each year on sales promotion materials. And he has the confidence of his company to a degree that is a little hard to understand. At any rate, only 27% of them state that their companies scientifically measure sales promotion results," *AR* says.

But "is that a reflection of the esteem with which these men are held, or the lack of any scientific method for assessing the effectiveness of sales promotion programs?" Robert B. Konikow, the magazine's managing editor, asks.

Only 9.2% of the executives have been more than 10 years on the job. Most of them—37.6%—have held their positions only one to two years; and 34.4% from three to five years. Six-to-ten-year men accounted for 18.8%. More of the sales promotion execs are college graduates, the percentage having gone up from 69.3% in 1958 to the current 75.6%. #

WESTERN HORSEMAN
Leader in the Western Equestrian Field
6 Months Ending June 30, 1960,
113,228
ABC
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

ENTENTE CORDIALE—*W. R. Baker (right), president of Baker Advertising Agency, with Robert Otto, president, Robert Otto & Co., approves the purchase by Baker of Robert Otto & Co. (Canada) Ltd. (See story on Page 38).*

'Washington Star' Sets Bulk Discounts

WASHINGTON, Dec. 17—The *Washington Star* has announced a new general rate card which will offer discounts for bulk linage advertisers and users of page units.

The card provides a maximum 18% discount for users of 100,000 lines or more of advertising. Advertisers using page units will get a greater discount than those who place an equivalent in bulk linage.

The *Star* has increased its open rate by 15¢, to $1.07 a line. The newspaper said its maximum discounts would bring the cost to 87¢ a line for 100,000 lines or more, and 73¢ a line for 40 pages or more.

The *Star's* new general rate provisions are similar in structure to those offered by other members of Million Market Newspapers (AA, Jan. 9). #

Pearson Markets Oven Stick; Names Fletcher Richards

William Pearson Corp. has been organized in New York at 331 Madison Ave. as a U. S. subsidiary of Wm. Pearson Ltd., British manufacturer of chemicals and packaging products. The company will market Oven Stick, a new type of oven cleaner, and has appointed Fletcher Richards, Calkins & Holden to handle its advertising.

Oven Stick, a non-liquid substance produced in stick form, has already been marketed in Europe and tested in nine eastern markets in the U. S. Heading up U. S. operations is Michael L. Duggan, formerly sales manager of the Lady Esther division of Chemway Corp.

Kaiser Sets Trailer Drive

Kaiser Aluminum & Chemical Corp., Oakland, will support its new, year-long promotion campaign designed to assist manufacturers of mobile homes by advertising in trade publications and in newspapers as well as on its tv programs. "Live like a king—for pennies a day" (in a mobile home) is the theme of the marketing campaign.

Precision · Coordination · Cooperation · Know-how!

Man, there's a mouthful! It's a mighty potent combination though—a combination that gets satisfying results in any kind of production; for both those engaged in it and those confident of benefitting from it. It's a pretty powerful factor in cementing lasting human relations too . . . For instance; ROGERS' long record of understanding cooperation, plus precision, know how, and coordinated skill and craftsmanship in photoengraving true-to-copy advertising plates, has filled their books with scores of value-conscious advertisers names for almost forty years.

ROGERS
engraving company
2001 calumet avenue • chicago 16
master-craftsmen of photo-engraving

THE S.E.P. SHORT COURSE

A.M.

Ante-Mortem. Discussion of the weaknesses of the current campaign. (Sometimes followed by P.M.—Panic Meeting.)

A.P.X.

Ad Page Exposure—the first and only media measure that tells you how many reader contacts your campaign makes . . . and with whom. Very important, because if you can't see 'em . . . you can't sell 'em.

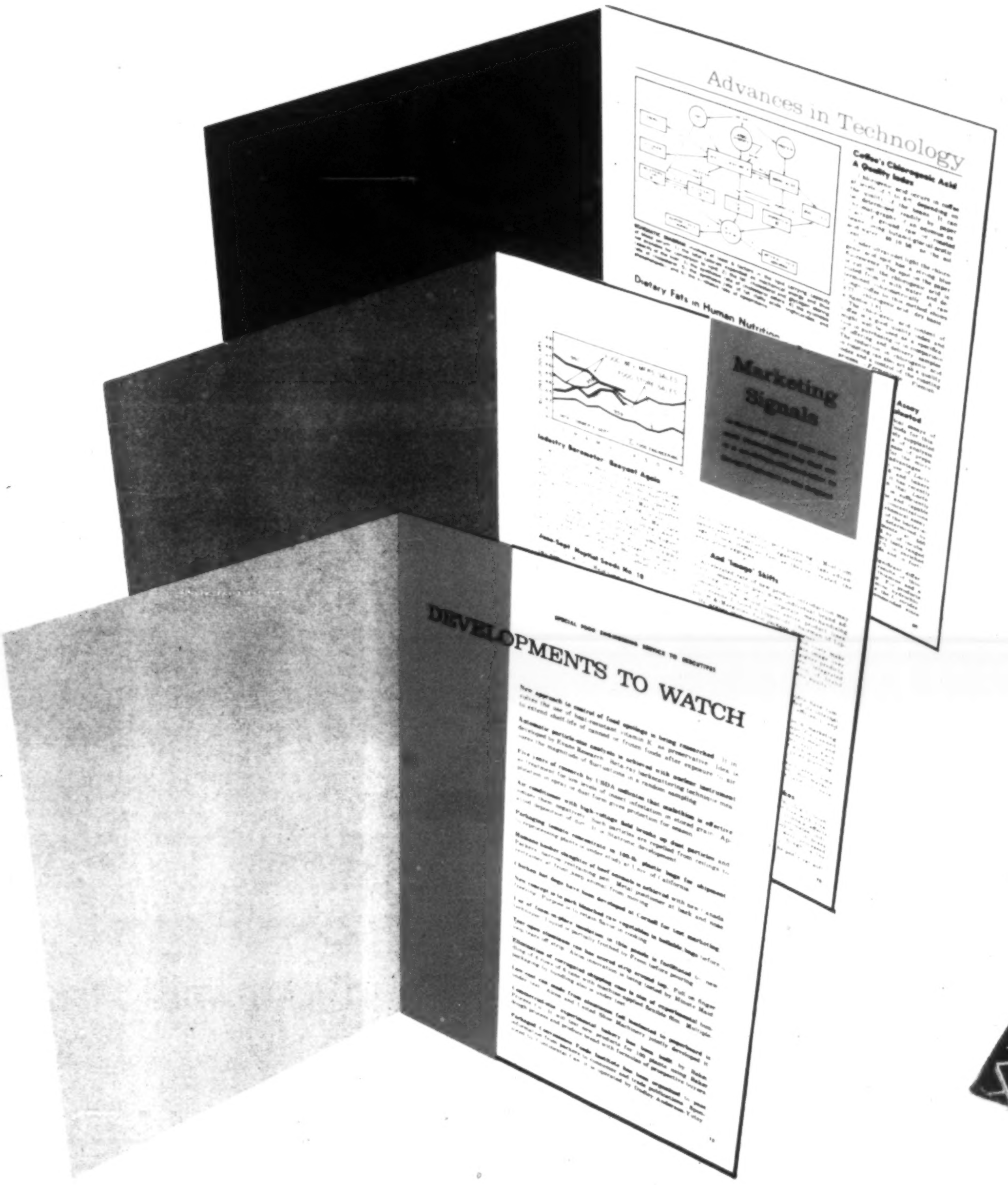
You can get the facts on APX—A. M. or P. M.—from The Saturday Evening Post.

INSIDE

INSIDE FOOD ENGINEERING, an editorial content concentrated hard and fast on management's responsibility to make net profits . . . a one-of-a-kind concept of food industry journalism, cut to fit men-who-command, executive suite or plant floor.

INSIDE FOOD ENGINEERING, a rigorous, continuously-researched editorial balance . . . "Better management in manufacturing, packaging and marketing" . . . backboned by exclusive, staff-initiated features ("Developments to Watch","Marketing Signals","Advances in Technology"-to sample only a precious few) written by well-regarded professionals, regularly read by more of your best prospects than you might imagine.

INSIDE FOOD ENGINEERING, an editorial environment of integrity consistent with everything your own company stands for . . . and a growing audience (now over 39,000) peculiarly alert to a good product's assets, and particularly responsive to good advertising.


Advances in Technology
Coffee's Chlorogenic Acid A Quality Index
Dietary Fats in Human Nutrition
Marketing Signals
Industry Barometer: Buoyant Again
DEVELOPMENTS TO WATCH

Food Boom in 1961 p. 31
Plant Waste Campaign p. 37
Poly-Coated Milk Cartons p. 42
FOOD ENGINEERING
A CHILTON PUBLICATION
BETTER MANAGEMENT IN MANUFACTURING, PACKAGING, MARKETING
FREEZE DRYING
Economic Change in Food Manufacture
SPECIAL FE REPORT p. 57

ADVANCES IN TECHNOLOGY . . . a professional, yet highly readable rundown of the most significant technical developments in food formulation, flavor, ingredients, quality control. Reported by Managing Editor Alex Porianda.

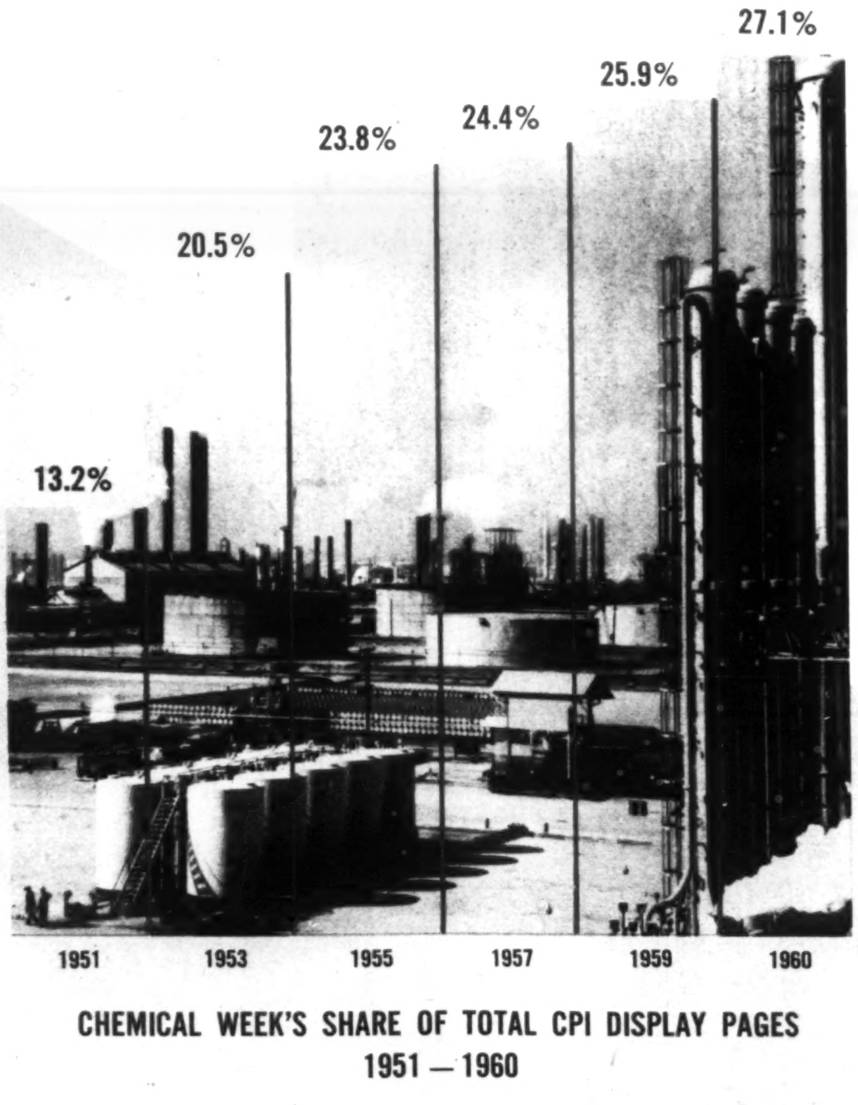
MARKETING SIGNALS . . . new strategies and tactics, situations and plans on the volatile food marketing front . . . dollars-and-cents "intelligence" for all key management. Prepared by Associate Editor Duke Taylor.

DEVELOPMENTS TO WATCH Spotlights significant technical developments for plant and front office executives to profitably apply in manufacturing, packaging, and distribution. Under the personal direction of FE's Chief Editor, Frank Lawler.

The only management magazine in a $1-billion market

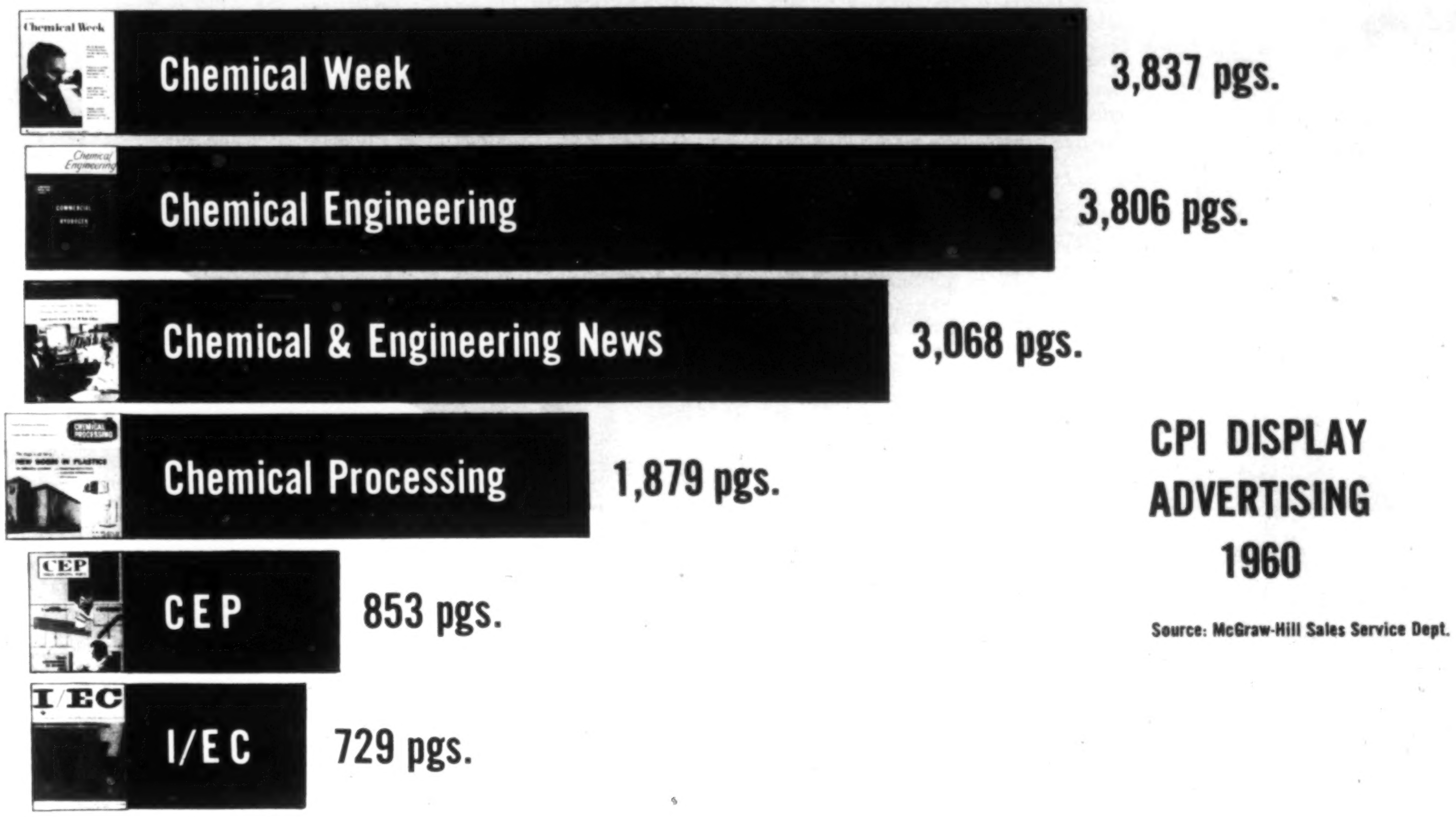
A CHILTON PUBLICATION, CHESTNUT & 56TH STREETS, PHILADELPHIA 39, PA.

The race is to the swift
and in the Chemical Process Industries
the advertising pacemaker is Chemical Week . . .
year by year showing the greatest gains in display space
and persistently earning a larger share
of the total pages invested . . . up from 13% in 1951
to 27% within ten short years . . .



CHEMICAL WEEK'S SHARE OF TOTAL CPI DISPLAY PAGES
1951 — 1960

Source: McGraw-Hill Sales Service Dept.



CPI DISPLAY ADVERTISING 1960

Source: McGraw-Hill Sales Service Dept.

And now, to mark its tenth birthday,
advertisers have placed more display pages here
than in any other CPI publication.
How soon before you start telling the men
most interested in what you're selling...
in the "Industry Spokesman for CPI-Management"?
Chemical Week, A McGraw-Hill Businesspaper (ABC-ABP)

Stability Brings Far Reaching Results

Within South Bend's Metro Area there are 1,651 business establishments including plants in 18 of the 19 Standard Industrial Classifications. No single industry is dominate . . . employment is diverse and steady providing South Bend households with the highest average income in the state . . . $7553!

The economical, efficient way to reach this market is with the South Bend Tribune . . . 92% coverage of the Metro Area; 64.2% coverage of the Retail Trading Zone! For complete details write for free copy of new market data book.

Franklin D. Schurz,
Editor and
Publisher

The South Bend Tribune

TEST
TOWN
U.S.A.

The South Bend, Ind. Market
Seven Counties, over
One-Half Million People

Story, Brooks & Finley, Inc., National Representative

Sparks Is Named Publisher of 'American Builder'

Move Caps Massive Reorganization at Simmons-Boardman

NEW YORK, Jan. 18—Simmons-Boardman Publishing Co. has just completed an intensive revamping of its No. 1 publication, *American Builder* and has rounded out the first phase of an extensive program said to be the biggest in the company's 104-year history.

The *American Builder* moves culminated this month with the naming of Bayne A. Sparks as publisher. He took over from Arthur J. McGinnis, president. It is the first time that a Simmons-Boardman president has not also been the publisher of the magazine.

The company began the expansion—which it declined to term a shakeup—last July, when Mr. Sparks was named assistant publisher. Prior to that he had been West Coast general manager.

At the same time, S-B began a series of promotions and appointments, created many new positions, stepped up marketing and merchandising services for advertisers and added a few "new properties."

▪ Key feature of the new program is a marketing advisory board, created because the building industry is "a series of local or regional markets." A group of 1,200 builders, all *American Builder* subscribers, comprises the board.

Mr. Sparks said establishment of the board has helped bring about a major change in *American Builder's* space-selling philosophy, a break from selling from the rate card and the ABC statements alone.

▪ Simmons-Boardman, he added, also has announced two more "assistance programs," which he called "rather unusual for a business publisher."

• The first is called advertising evaluation. "Through this service," he said, "companies using six or more pages in one calendar year can test the effectiveness of their advertising copy. Perhaps more important, we will check brand recognition at the beginning of a campaign and compare it with brand preference at, or near, the close of a campaign." This would be done through depth interviews conducted by the research department among members of the marketing advisory board.

• The second new service is "creative merchandising." However, he emphasized, "We are not in the merchandising business, nor are we in the giveaway business; everything we do we charge at cost."

▪ *American Builder* will also get into the correspondence school business early this spring. It will institute a series of learn-by-mail courses for builders and contractors interested in residential design, cost estimating and merchandising. The aim: To help the builder become a better business man.

Mr. McGinnis, president, said advertising dollar volume in the January issue totals $229,912, up 5.7% over January, 1960.

The realignment, it is learned, will permit Mr. McGinnis to devote more time to the "developmental properties" of the company. These include the two new publications, *International Railway Journal* and *International Marine Engineering/Log*, now a monthly.

▪ Mr. Sparks, 41, joined Simmons-Boardman ten years ago as a junior salesman. In 1953 he became its youngest vp, and moved up successively to assistant to the publisher, field sales manager, West Coast general manager and, last July, associate publisher. #

Daniels Adds 5 Accounts

Zed R. Daniels Advertising, Chicago, has added five new accounts. They are: Artag Plastics Corp., Chicago, manufacturer of custom precision injection-molded thermoplastic parts; Bachtold Bros., Forrest, Ill., manufacturer of farm power mowers, cultivator units and power saws; Chicago Acme Cartage & Transfer Co., Chicago; Davies-Shea, Chicago, employment counselor; and Larko Products Co., Holland, Mich., drug company.

TAKE SALT LAKE

— a metropolitan-area market of a half-million that you cover with Salt Lake's two metropolitan dailies, and

GET A MILLION MORE

in the four-state area they reach and sell. This is a self-contained market of 1½ million where the deep penetration of these newspapers points up the fact that there's **more to Salt Lake** than Salt Lake.

WASHINGTON
MONTANA
OREGON
IDAHO
WYOMING
NEVADA
SALT LAKE CITY
UTAH
COLORADO
CALIFORNIA
ARIZONA
NEW MEXICO

If 1½ million
is a "must"
market —
SALT LAKE
IS A MUST!

The Salt Lake Tribune
(MORNING & SUNDAY)

NAC
NEWSPAPER AGENCY CORPORATION · AGENT ·

DESERET NEWS AND
Salt Lake Telegram (EVENING)

Represented Nationally by MOLONEY, REGAN & SCHMITT, Metro Comics Network.

Leadership in Action: Advertising Revenue Gains

In the past year (1960 vs. 1959), Look gained more advertising revenue than any other magazine.

The $11,389,334* revenue increase registered by Look was the biggest year-to-year rise in its history... and its 20th gain in the past 21 years.

Look revenue growth—the most consistent of any major magazine—has accelerated during the past five years. Since 1955, Look virtually doubled its ad revenue... outgained all other magazines.

More and more, advertisers and readers alike are responding to the vital force of Look's exciting story of people...are turning to Look for leadership.

*Source P. I. B.

LOOK

The Exciting Story of People — 25th Year of Publication

PHOTO REVIEW OF THE WEEK

CORONET FILM—*President John F. Kennedy receives the first print of the Coronet film, "The White House: Past & Present," from John Smart, president of Esquire Inc. The film is the first educational color movie of the executive mansion.*

GOOSE HUNTERS—*Participants in a Guild, Bascom & Bonfigli-sponsored goose hunt at Gridley, Cal., were Seymour (Cy) Whitelaw (left), sales manager for CBS, San Francisco; Bob Price (right) spot sales, CBS; and Walter Guild, GB&B, San Francisco.*

Ray Tannenbaum Gensler

NAEA TRIO—*Among the newspaper executives who attended the annual convention of Newspaper Advertising Executives Assn. were Ralph Ray, Fort Worth Star-Telegram; Lou Tannenbaum, Bureau of Advertising; and Monroe Gensler, New York Journal-American.*

Wilhelm Scofield Young Tharp Pace

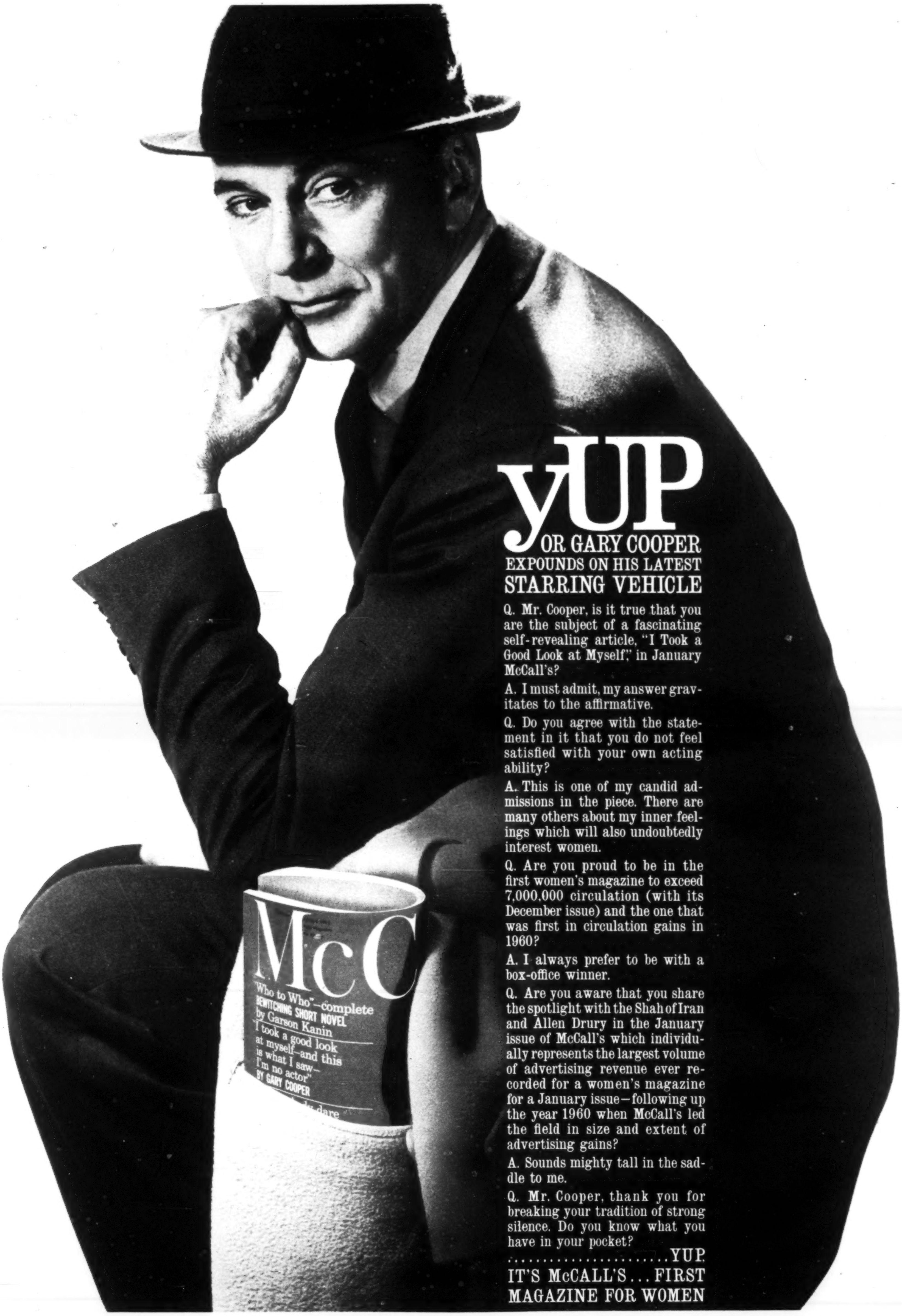
NAEA OFFICERS—*Russell W. Young, Seattle Times, the retiring president of Newspaper Advertising Executives Assn., turns over his gavel to Russell E. Scofield, Miami News, the new president. Other officers include Melvin E. Tharp, Columbus Dispatch and Citizen-Journal, 1st vp; Dean J. Wilhelm, South Bend Tribune, 2nd vp; and Robert C. Pace, secretary-treasurer. Missing is J. Warren McClure, Free Press, Burlington, Vt., exec vp, who had to leave the convention because of a death in his family.*

Inveen Aycock Sacks Stone McLain Taxel Mannion Stevens Herman Sykes Falk

NAEA HUDDLES—*Renewing old friendships at the annual convention of Newspaper Advertising Executives Assn. are Norris Inveen, Tacoma News Tribune; W. F. Aycock, Memphis Commercial Appeal and Press-Scimitar; Jack Sacks, Washington Post; Grant Stone, Cleveland Press; Harry McLain, Oregon Journal, Portland; Hal Taxel, San Antonio Express and News; Ed Mannion, Thomson Newspapers; Ted Stevens, Courier, Waterloo, Ia.; Laurence Herman, Detroit News; William Sykes, Oklahoma City Oklahoman and Times; and A. F. Falk, Akron Beacon Journal. The three-day convention was held in the Edgewater Beach Hotel, Chicago.*

Tomei Heindel Brown Grose Lord Smith Lipscomb Callender Preston Wagner Stickell

AT NAEA CONVENTION—*Chatting between sessions at the annual convention of Newspaper Advertising Executives Assn. are Felix Tomei, Chicago Tribune; Louis Heindel, San Jose Mercury and News; Britt Brown, Wichita Eagle and Beacon; William Grose, Gazette and Mail, Charleston, W. Va.; Charles Lord, Indianapolis Star and News; William Smith, Des Moines Register and Tribune; Charles Lipscomb, president of Bureau of Advertising; John Callender, Gazette, Cedar Rapids, Ia.; Dave Preston, Chicago Sun-Times and Daily News; C. A. Wagner, Dallas News; and Vance Stickell, Los Angeles Times.*


McC
"Who to Who"—complete
BEWITCHING SHORT NOVEL
by Garson Kanin
"I took a good look
at myself—and this
is what I saw—
I'm no actor"
BY GARY COOPER

yUP
OR GARY COOPER
EXPOUNDS ON HIS LATEST
STARRING VEHICLE

Q. Mr. Cooper, is it true that you are the subject of a fascinating self-revealing article, "I Took a Good Look at Myself," in January McCall's?

A. I must admit, my answer gravitates to the affirmative.

Q. Do you agree with the statement in it that you do not feel satisfied with your own acting ability?

A. This is one of my candid admissions in the piece. There are many others about my inner feelings which will also undoubtedly interest women.

Q. Are you proud to be in the first women's magazine to exceed 7,000,000 circulation (with its December issue) and the one that was first in circulation gains in 1960?

A. I always prefer to be with a box-office winner.

Q. Are you aware that you share the spotlight with the Shah of Iran and Allen Drury in the January issue of McCall's which individually represents the largest volume of advertising revenue ever recorded for a women's magazine for a January issue—following up the year 1960 when McCall's led the field in size and extent of advertising gains?

A. Sounds mighty tall in the saddle to me.

Q. Mr. Cooper, thank you for breaking your tradition of strong silence. Do you know what you have in your pocket?

......................YUP.

IT'S McCALL'S... FIRST MAGAZINE FOR WOMEN

January Pages and Linage in Consumer Magazines

Current and Year-to-Date Figures for U.S., Canadian and Foreign Publications Reporting to Advertising Age

Weeklies, Bi-Weeklies, Semi-Monthlies (December)

	Pages				Lines			
	Dec. 1960	Dec. 1959	Jan.-Dec. 1960	Jan.-Dec. 1959	Dec. 1960	Dec. 1959	Jan.-Dec. 1960	Jan.-Dec. 1959
Commonweal	24.3	12.7	218.5	208.8	10.206	5.334	91.770	87.696
Cue	101.0	73.5	948.4	811.1	43.327	31.531	416.981	347.124
Down Beat	51.7	52.6	565.3	558.8	21.700	22.078	215.768	211.476
Grit	12.7	11.1	298.3	304.9	12.729	11.067	298.253	304.847
Life	263.2	271.4	3.360.0	3.663.7	178.988	184.552	2.284.881	2.491.302
Look	159.9	155.3	1.640.6	1.483.9	108.712	105.570	1.115.628	1.009.018
Newsweek	186.9	204.9	2.877.0	3.008.4	78.498	86.058	1.208.340	1.263.528
††§New Yorker	501.4	453.3	5.313.1	5.052.3	215.103	194.476	2.279.323	2.167.447
≠National	496.0	444.4	5.225.9	4.938.6	212.803	190.641	2.241.915	2.118.647
≠Sectional	19.2	31.9	310.4	401.5	8.216	13.697	133.152	172.263
Presbyterian Life	15.1	10.4	154.5	157.9	6.349	4.372	65.025	66.399
The Reporter	65.6	17.1	481.0	270.2	27.525	7.188	202.045	113.474
Saturday Evening Post	180.2	179.8	2.787.7	2.816.0	122.525	122.280	1.895.625	1.914.854
††Saturday Review	78.8	59.2	1.099.8	1.054.3	33.108	24.862	461.893	442.802
*Sporting News	11.7	25.8	239.9	298.0	12.686	27.945	260.298	323.283
†Sports Illustrated	128.5	118.7	2.006.3	1.687.7	53.980	50.901	800.798	728.051
Time	181.0	192.6	2.978.0	2.922.0	76.035	80.950	1.250.726	1.227.308
††TV Guide	53.6	53.1	686.8	671.8	9.759	9.668	124.971	122.250
U. S. News & World Report	200.0	178.0	2.836.0	2.686.0	84.000	74.760	1.191.120	1.128.120
Total Group	2.215.6	2.069.5	28.491.2	27.655.8	1.051.903	1.043.592	14.163.445	13.948.979

≠Not included in totals. §Total represents national advertising plus sectional at reduced decimal equivalent. †Four issues December 1960; three issues December 1959. ††Five issues December 1960; four issues December 1959. *Four issues December 1960; five issues December 1959.

Business (December)

	Dec. 1960	Dec. 1959	Jan.-Dec. 1960	Jan.-Dec. 1959	Dec. 1960	Dec. 1959	Jan.-Dec. 1960	Jan.-Dec. 1959
Barron's	66.0	64.0	880.0	926.0	43.329	41.995	577.567	607.784
†Business Week	327.9	313.4	4.909.6	4.727.3	137.722	131.863	2.062.036	1,985.449
††Financial World	35.3	49.8	563.0	609.5	14.843	20.924	236.452	256.006
Forbes	44.2	45.3	680.9	664.8	18.576	19.034	285.998	279.217
Total Group	473.4	473.1	7.033.5	6.927.6	214.470	213.816	3.162.053	3.128.456

†Five issues December 1960; four issues December 1959. ††Four issues December 1960; five issues December 1959.

Newspaper Sections (II) (December)

	Dec. 1960	Dec. 1959	Jan.-Dec. 1960	Jan.-Dec. 1959	Dec. 1960	Dec. 1959	Jan.-Dec. 1960	Jan.-Dec. 1959
(All other newspaper sections)								
Chicago Tribune Magazine	175.6	140.1	2.221.1	1.888.3	149.282	119.053	1.887.963	1.605.048
New York Times Magazine	210.7	208.1	3.577.0	3.049.2	179.105	176.905	3.040.433	2.591.781
Philadelphia Inquirer	80.3	67.0	1.437.6	1.506.1	68.296	56.892	1.222.135	1.280.179
Total Group	466.6	415.2	7.236.7	6.443.6	396.683	352.850	6.150.531	5.477.008

Canadian (December)

	Dec. 1960	Dec. 1959	Jan.-Dec. 1960	Jan.-Dec. 1959	Dec. 1960	Dec. 1959	Jan.-Dec. 1960	Jan.-Dec. 1959
Saturday Night	55.1	47.1	548.0	516.8	23.107	19.782	230.133	217.056
Time-Canadian	132.8	170.1	1.932.7	1.964.6	55.720	71.785	811.685	825.090
Total Group	187.9	217.2	2.480.7	2.481.4	78.827	91.567	1,041.818	1.042.146

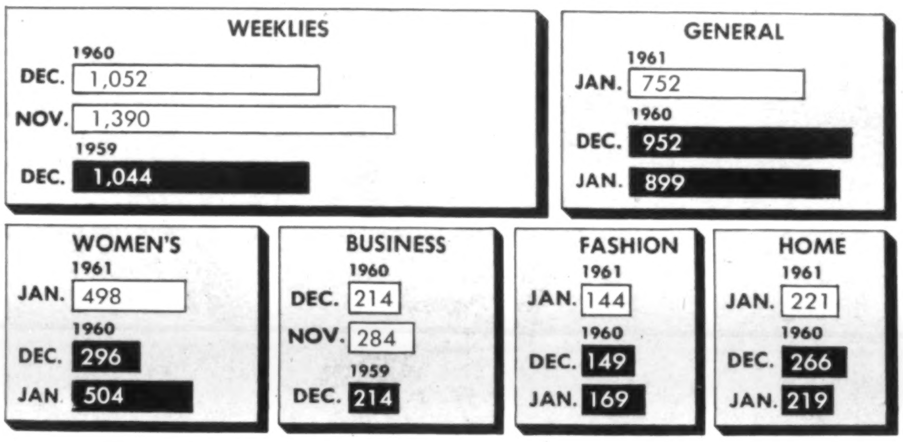
Foreign (December)

	Pages				Lines			
	Dec. 1960	Dec. 1959	Jan.-Dec. 1960	Jan.-Dec. 1959	Dec. 1960	Dec. 1959	Jan.-Dec. 1960	Jan.-Dec. 1959
Life International	102.3	98.3	1.034.0	929.6	69.615	66.895	703.120	632.230
Life En Espanol	51.0	65.7	493.5	656.1	34.680	44.795	335.665	446.165
Ex-Mexico Edition	59.2	68.5	589.1	666.5	40.290	46.665	400.605	453.305
	(8.2)	(2.6)	(95.4)	(10.4)	(5.610)	(1.870)	(64.940)	(7.140)
Caribbean Edition	85.6	——	859.5	——	58.310	——	584.545	——
	(26.4)	——	(270.4)	——	(18.020)	——	(183.940)	——
Mexican Edition	95.4	98.7	830.1	822.5	64.940	67.235	564.485	559.385
	(44.4)	(33.0)	(336.4)	(166.4)	(30.260)	(22.440)	(228.820)	(113.220)
Newsweek:								
European Edition	83.8	90.2	1.042.5	985.8	35.209	37.871	437.850	414.015
Pacific Edition	93.8	89.2	1.249.7	1,000.7	39.409	37.451	524.857	420.277
Reader's Digest:								
Arabic	36.5	37.0	448.0	383.0	5.986	6.068	73.472	62.812
Argentine	86.5	98.0	713.0	697.5	15.743	17.836	129.766	126.945
Australian	109.0	87.0	996.3	854.8	19.838	15.834	181.318	155.565
Austrian	94.0	100.0	827.0	774.0	17.108	18.200	150.514	140.868
Belgian	98.0	78.0	666.5	553.5	17.150	13.650	116.638	96.863
British	100.5	95.0	1.013.5	935.0	18.693	17.670	188.511	173.910
Caribbean	79.0	89.5	784.5	757.5	14.378	16.289	142.779	137.865
≠Chilean Edition	48.0	——	——	——	8.736	——	——	——
Danish	38.3	61.0	528.5	510.5	6.503	10.370	89.845	86.785
Dutch	80.5	87.5	771.0	611.5	14.651	15.925	140.322	111.293
Finnish	31.0	27.0	332.0	265.0	5.766	5.022	61.752	49.290
French	169.0	154.0	1.575.0	1.299.0	29.575	26.950	275.625	227.325
French-Swiss	40.0	34.3	384.0	299.0	7.000	6.008	67.200	52.325
German	126.0	135.0	1.368.0	1.333.0	22.932	24.570	248.976	242.606
German-Swiss	47.3	47.3	455.0	374.3	8.614	8.614	82.810	68.128
Iberian	134.7	115.5	973.0	900.3	24.509	21.021	177.086	163.860
Indian	103.0	75.0	736.0	693.0	18.746	13.650	133.952	126.126
Italian	115.0	111.0	1.027.5	898.0	19.780	19.092	176.730	154.456
Japanese	44.0	48.0	453.5	430.3	7.392	8.064	76.188	72.295
Mexican	77.0	87.0	630.5	640.5	14.014	15.834	114.751	116.571
New Zealand	33.5	28.0	468.0	277.0	6.097	5.096	85.176	50.414
Norwegian	45.0	50.5	553.5	531.0	7.650	8.585	94.095	90.270
Overseas Military	55.0	35.0	512.0	465.0	10.010	6.370	93.184	84.630
Portuguese	139.0	116.5	1.108.0	1.071.0	24.325	20.388	193.900	187.425
South African	82.0	105.0	951.0	885.0	14.678	18.795	170.229	158.415
Southern Hemisphere	27.5	29.5	277.5	250.5	5.005	5.369	50.505	45.591
Swedish	64.0	98.6	682.0	614.0	11.904	18.321	126.852	114.204
Time International:								
Time-Atlantic	121.4	149.1	1.622.6	1.501.9	50.960	62.965	681.450	630.735
Time-Latin American	90.4	112.8	1.160.7	1.239.8	37.940	47.320	487.445	520.660
Time-Pacific	112.8	97.7	1.268.1	1.132.1	47.320	40.985	532.945	475.825
†Vision:								
Visao (Portuguese Edition)	178.0	162.3	1.945.7	1.810.3	74.760	68.180	817.180	760.340
††Spanish Edition	108.2	101.2	1.101.8	1.031.4	45.430	42.490	462.770	433.195
††Mexican Edition	136.0	131.8	1.346.8	1.252.6	57.120	51.170	565.670	526.085
Total Group	3.373.1	3.285.6	33.778.9	30.332.5	1.024.030	977.613	11.452.763	9.369.054

≠Not included in totals. First issue was published Sept. 1960. Cumulative figures Sept.-Dec. 1960 are pages, 156.5; lines, 28.483. †Five issues December 1960; four issues December 1959. ††Three issues December 1960; two issues December 1959.

Magazine Linage Trend

Figures in Thousands



Women's

	Pages		Lines	
	Jan. 1961	Jan. 1960	Jan. 1961	Jan. 1960
†Bride & Home	132.3	131.3	83.661	83.054
†Bride's Magazine	202.5	226.3	127.980	143.021
Everywoman's Family Circle	37.0	41.6	15.873	17.846
Good Housekeeping	44.8	58.7	19.225	25.177
Ladies' Home Journal	47.0	52.1	31.958	35.432
McCall's	56.1	42.8	38.169	29.105
Modern Bride	122.9	115.9	77.660	73.236
*Parents' Magazine:				
National Edition	43.7	42.2	18.763	18.085
Metropolitan New York Edition	46.9	45.2	20.135	19.374
Pacific-Mountain Edition	44.1	42.6	18.916	18.254
Seventeen	42.2	49.0	28.715	33.310
Woman's Day	26.2	24.4	11.222	10.447
The Workbasket	27.8	28.0	5.442	5.487
Total Group	873.5	900.1	497.719	503.929

†Published quarterly in January, April, July and October. Figures shown for January issue. *Includes sectional linage prorated to circulation of regional editions.

General

	Pages		Lines	
	Jan. 1961	Jan. 1960	Jan. 1961	Jan. 1960
American Artist	30.1	29.2	12.650	12.272
American Forests	10.3	15.8	4.326	6.636
American Legion	12.7	15.8	5.336	6.638
Argosy	16.8	12.8	7.229	5.505
Atlantic	44.3	29.7	18.630	12.504
Christian Herald	40.1	30.2	17.216	12.969
Columbia	10.4	12.9	4.379	5.447
Coronet	41.0	41.3	7.380	7.434
Cosmopolitan	26.3	21.6	11.309	9.259
Ebony	54.5	58.6	37.122	39.851
Elks Magazine	13.4	10.9	5.734	4.701
††Esquire	49.6	54.1	33.331	36.372
Extension	11.2	12.7	7.718	8.714
Flying	48.2	54.2	20.227	22.776
Gourmet	16.1	18.7	6.906	8,006
Grade Teacher	25.7	22.8	11.350	10.065
Harper's Magazine	44.3	28.8	18.602	12.104
High Fidelity	58.3	67.1	24.486	28.182
Hi Fi/Stereo Review	47.8	40.3	20.067	16.930
Holiday	85.5	91.5	58.119	62.226
Hot Rod	26.1	34.2	10.962	14.350
Improvement Era	17.7	17.6	7.437	7.392
Instructor	23.8	26.5	16.292	18.098
Kiwanis Magazine	13.4	7.9	5.661	3.333
Lion Magazine	7.1	9.0	2.982	3.834
Motor Boating	234.8	289.8	138.106	170.446
Motor Life	7.5	12.1	3.164	5.096
Motor Trend	13.9	21.2	5.852	8.890
National Geographic Magazine	23.0	34.3	5.474	8.152
Playboy	24.2	12.6	10.162	5.281
Popular Boating	60.0*	48.4	35.263	28.454
Popular Photography	75.7	78.4	31.769	32.941
Promenade	13.8	16.4	5.933	7.070
Reader's Digest	33.5	36.8	6.097	6.696
Redbook	33.2	28.4	14.251	12.163
Road & Track	26.5	30.2	11.130	12.684
Rotarion	14.8	2.4	6.202	992
Sports Cars Illustrated	29.6	30.2	12.444	12.675
Today's Health	22.9	21.0	9.394	8.610
Together	5.7	5.5	2.436	2.387
Town & Country	46.1	47.1	29.177	29.840
True	16.7	16.0	7.163	6.862
V. F. W. Magazine	10.8	8.7	4.531	3.658
*Yachting	275.4	272.3	161.915	160.112
Total Group	1.742.8	1.776.0	751.516	898.602

††Total represents national advertising plus sectional at a reduced decimal equivalent. *January 1961 figures include Western Yachting figures.

Home

	Jan. 1961	Jan. 1960	Jan. 1961	Jan. 1960
American Home	32.8	32.7	20.718	20.642
Antiques	76.0	74.1	22.344	21.785
Better Homes & Gardens	45.1	46.7	28.485	29.500
Flower & Garden	41.2	37.2	17.317	15.619
Flower Grower	45.3	48.5	19.037	20.351
House Beautiful	42.8	41.6	27.044	26.299
House & Garden	36.1	33.2	22.806	20.975
†Living for Young Homemakers	20.8	25.6	13.150	16.203
Popular Gardening	44.9	45.7	18.875	19.180
Sunset Magazine	73.5	62.7	30.897	26.317
Total Group	458.5	448.0	220.673	219.871

†Sectional linage included.

Fashion

	Jan. 1961	Jan. 1960	Jan. 1961	Jan. 1960
*Glamour	49.9	82.4	21.422	35.333
Harper's Bazaar	81.3	74.7	51.364	47.274
*Mademoiselle	34.5	30.5	14.820	13.080
Vogue	89.2	116.3	56.390	73.493
Total Group	254.9	276.4	143.996	169.180

*Sectional linage included.

Movie-Romance-Radio-TV

	Pages		Lines	
	Jan. 1961	Jan. 1960	Jan. 1961	Jan. 1960
Dell Modern Group:				
Modern Romances	9.2	17.2	3.943	7.387
Screen Stories	6.9	10.0	2.949	4.295
Modern Screen	6.9	10.7	2.963	4.581
Fawcett Women's Group:				
Motion Picture	10.2	8.8	4.395	3.790
True Confessions	11.5	16.0	4.937	6.875
Hillman Romance Group	2.2	4.3	948	1.869
Hillman Women's Group	12.7	14.6	5.489	6.293
Ideal Women's Group:				
Intimate Story	11.8	12.8	5.042	5.499
Movie Life	14.4	13.1	6.187	5.632
Movie Star TV Close-Ups	14.5	13.2	6.201	5.660
Personal Romances	12.6	12.9	5.412	5.570
TV Star Parade	12.5	9.9	5.350	4.250
§Screenland	10.5	10.4	4.547	4.469
Secrets Romance Group:				
Revealing Romances	10.6	12.0	4.648	5.173
Confidential Confessions	10.6	12.0	4.648	5.159
Daring Romances	10.6	12.0	4.648	5.159
Secrets	10.6	12.0	4.648	5.173
True Story Women's Group:				
Photoplay	8.7	13.1	3.713	5.604
True Experience	4.7	9.8	2.020	4.205
True Love Stories	5.0	8.8	2.137	3.794
True Romance	4.9	8.8	2.114	3.780
True Story	18.4	31.5	7.909	13.523
TV-Radio Mirror	4.2	6.7	1.820	2.868
Total Group	224.2	280.7	96.958	120.608

NOTE: Figures for each publication in the Fawcett, Ideal and True Story groups include all advertising carried by the group as a whole PLUS additional advertising carried by each individual publication. §Published bi-monthly; alternates with Silver Screen.

§Business (January)

	Jan. 1961	Jan. 1960	Jan. 1961	Jan. 1960
Dun's Review & Modern Industry	56.6	57.5	23.772	24.133
Fortune	118.0	131.0	74.576	82.792
Management Methods	41.4	42.0	17.388	17.640
Nation's Business	31.1	31.8	13.047	13.344
Total Group	247.1	262.3	128.783	137.909

§Because current month linage figures for several publications are not yet available this group is broken into a January and a December section.

Farm Magazines

	Jan. 1961	Jan. 1960	Jan. 1961	Jan. 1960
Successful Farming (mon)	40.1	56.4	18.028	25.385
Progressive Farmer: (mon)				
≠Carolina-Va. Edition	47.1	55.9	32.050	38.008
≠Ky.-Tenn.-W. Va. Edition	42.4	50.1	28.852	34.034
≠Miss.-La.-Ark. Edition	40.1	48.1	27.264	32.720
≠Texas Edition	41.3	47.0	28.057	31.963
≠Ga.-Ala.-Fla. Edition	47.1	56.9	32.025	38.672
Average 5 Editions	43.6	51.6	29.650	35.079
Farm Journal: (mon)				
≠Central Edition	55.2	80.3	24.128	34.433
≠Eastern Edition	45.9	67.6	19.694	29.005
≠Southeastern Edition	44.4	51.7	19.052	22.195
≠Southwestern Edition	42.9	51.7	18.409	22.195
≠Western Edition	49.1	63.6	21.054	27.271
Average 5 Editions	47.7	63.0	20.467	27.021
Total Group	131.4	171.0	68,145	87.485

≠Not included in totals.

Youth

	Jan. 1961	Jan. 1960	Jan. 1961	Jan. 1960
American Girl	10.6	15.0	4.558	6.429
Boys' Life	18.3	16.6	12.425	11.295
Scholastic Magazines	20.9	28.3	8.787	11.934
*Scholastic Roto	——	4.6	——	4.754

(Continued on Page 66)

GLAMOUR ADDS UP TO CASH!

. . . Registers an amazing total at year's end — because — in 1960 4,000,000 fashion-wise young Glamour readers with almost endless fashion dollars to spend — DID! Glamour's fashion authority moved those dollars from purse to till. Indeed Glamour's way with a fashion spread . . . Glamour's way with a beauty lesson . . . Glamour's very special "How-To" way with its many-million readers . . . adds up to America's Largest Fashion Audience . . . added up to an unprecedented 69% year-end rise in advertising revenue!

In 1961 Glamour will continue to deliver more readers than any other fashion magazine . . . even more young editorial vitality — and a vastly expanded merchandising and promotion program. Register your marketing dollars, in the bright new year ahead, where they really count — in Glamour, the First "How-To" Fashion Magazine.

GLAMOUR
CHARM

A CONDÉ NAST PUBLICATION

	Pages Jan. 1961	Pages Jan. 1960	Lines Jan. 1961	Lines Jan. 1960
'Teen Magazine	7.3	9.2	3.094	3.850
**Co-ed	15.9	——	6.671	——
Total Group	73.0	73.7	35.535	38.262

*January 1961 issue not published. Published February, March, April, May, September (new issue) October, November and December. **Not published January, 1960. Monthly except June through August.

Mechanics & Science

	Pages Jan. 1961	Pages Jan. 1960	Lines Jan. 1961	Lines Jan. 1960
*Science & Mechanics	55.3	——	12.380	——
Mechanix Illustrated	54.9	70.5	12.305	15.795
Popular Electronics	48.0	48.5	10.752	10.857
Popular Mechanics	97.6	110.0	21.855	24.647
Popular Science	84.5	95.4	18.932	21.372
Total Group	340.3	324.4	76.224	72.671

*Published bi-monthly until November 1960 when it became a monthly. No figures are given for January, 1960.

Outdoor & Sport

	Pages Jan. 1961	Pages Jan. 1960	Lines Jan. 1961	Lines Jan. 1960
American Rifleman	39.7	41.9	17.038	17.951
Field & Stream	35.7	40.8	15.324	17.512
Fur-Fish-Game	22.8	22.8	9.772	9.772
Guns	17.7	19.8	7.593	8.494
Outdoor Life	46.5	42.4	19.957	18.186
Sports Afield	28.8	37.5	12.341	16.048
Total Group	191.2	205.2	82.025	87.963

Detective & Fiction

	Pages Jan. 1961	Pages Jan. 1960	Lines Jan. 1961	Lines Jan. 1960
Cavalier	13.9	16.5	5.977	7.072
Dell Men's Group	6.9	8.4	2.970	3.583
†Thrilling Group	9.7	7.1	2.181	1.584
Total Group	30.5	32.0	11.128	12.239

†Formerly known as Thrilling Fiction Group.

Newspaper Sections (I)

(Nationally distributed with Sunday newspapers)

	Pages Jan. 1961	Pages Jan. 1960	Lines Jan. 1961	Lines Jan. 1960
The American Weekly	25.6	28.9	21.738	24.571
Family Weekly	35.9	27.4	30.560	23.338
Parade	39.6	58.4	33.711	49.656
This Week Magazine	55.0	66.8	46.749	56.811
Total Group	156.1	181.5	132.758	154.376

Comics Magazines

	Pages Jan. 1961	Pages Jan. 1960	Lines Jan. 1961	Lines Jan. 1960
American Comics Group	7.0	7.0	2.646	2.646
National Comics Group:				
Blue Unit	5.5	7.0	2.079	2.646
Red Unit	5.0	6.5	1.890	2.457
†Harvey Comics Group	8.0	8.0	3.024	3.024
Total Group	25.5	28.5	9.639	10.773

†Some books in group published monthly, others published bi-monthly.

§Canadian

	Pages Jan. 1961	Pages Jan. 1960	Lines Jan. 1961	Lines Jan. 1960
Canadian Homes	9.2	14.2	6.246	9.627
Chatelaine:				
Canadian Home Journal	39.5	33.9	26.877	23.051
Revue Moderne	20.8	——	14.144	——
Liberty	11.8	10.0	4.955	4.286
†Maclean's	52.2	42.6	35.528	28.961
Reader's Digest:				
English Edition	44.8	41.5	8.145	7.553
French Edition	48.8	40.5	8.873	7.371
Revue Populaire	11.7	10.5	8.204	7.338
Samedi	5.2	6.0	3.652	4.215
Total Group	244.0	199.2	116.624	92.402

§As current figures for two publications are not yet available this group is broken into a January and a December section for this month only. †Two issues January 1961; three issues January 1960.

Canadian National Weekend Newspapers (Rotogravure Linage)

	Pages Jan. 1961	Pages Jan. 1960	Lines Jan. 1961	Lines Jan. 1960
La Patrie	10.6	18.8	9.520	16.915
†La Presse	56.1	50.9	50.537	45.864
†Star Weekly	51.1	63.8	44.710	55.840
†Weekend Magazine	63.9	54.0	62.301	52.677
†Perspectives	50.5	32.0	49.242	31.223
Total Group	232.2	219.5	216.310	202.519

†Four issues January 1961; five issues January 1960.

§Foreign (January)

	Pages Jan. 1961	Pages Jan. 1960	Lines Jan. 1961	Lines Jan. 1960
Hablemos	6.8	7.7	5.754	6.468
Popular Mechanics:				
Populaer Mekanik (Danish)	14.0	20.0	2.940	4.480
Mecanique Populaire (French)	22.5	24.5	5.040	5.488
Populare Mechanik (German)	3.5	3.6	784	806
Mecanica Popular (Latin America):				
Brazil (Portuguese)	17.7	13.5	3.976	3.024
Mexican-Caribbean (Spanish)	15.0	18.2	3.360	4.074
So. Hemisphere (Spanish)	7.7	9.3	1.736	2.086
Popular Mekanik (Swedish)	8.0	10.0	1.680	2.240
PM (Dutch Edition)	6.7	13.0	1.417	2.912
Total Group	163.6	119.8	26.687	31.578

§Because current month linage figures for several publications are not yet available this group is broken into a January and a December section.

Gossard Sets Push in 15 Magazines

CHICAGO, Jan. 17—H. W. Gossard Co.'s 1961 advertising efforts will support two of the company's successful merchandising themes—Gossard's foundation garment "guarantee," and the "Debbie Reynolds look."

The company's "golden guarantee" for its Answer girdle will be extended to include the new Answer bra. The Answer products will be shipped to retailers in gold colored stock boxes.

■ Advertising breaks in February and will run through May in *Cosmopolitan, Family Circle, Glamour, Good Housekeeping, Harper's Bazaar, Ladies' Home Journal, Mademoiselle, McCall's, Modern Screen, Photoplay, Redbook, Screen Stories, Seventeen, True Story* and *Vogue.*

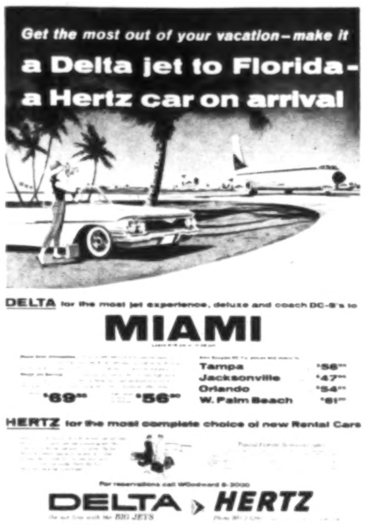
A variety of promotional aids for in-store use also will be furnished to retailers by Gossard. Edward H. Weiss & Co. is the agency. ≠

N. Y. Club Tables NSE Motion

A proposal that the Sales Executives Club of New York establish a division of the National Sales Executives within its membership body has been tabled "for further consideration." The two groups recently broke off relations after a two-year controversy involving the amount of dues paid to NSE by the local club. At the same time, New York board members voted a 20% increase in the 1961 budget for member services.

'Citizen-News' Boosts Two

Jack Lucas Jr. has been appointed advertising manager of the *Valley Citizen-News* and *Advertiser,* Hollywood, Cal. Mr. Lucas, who joined the newspaper in 1948, was formerly national advertising manager. T. Harwood Young, formerly general manager, has been named resident publisher of the *Citizen-News* and *Advertiser.*



Get the most out of your vacation—make it
a Delta jet to Florida-
a Hertz car on arrival
DELTA for the most jet experience, deluxe and coach DC-8's to
MIAMI
Tampa
Jacksonville
Orlando
W. Palm Beach
HERTZ for the most complete choice of new Rental Cars
DELTA HERTZ

JOINT EFFORT—*Hertz Inc. and Delta Air Lines ran this page on Jan. 18 in the Chicago Tribune, Cincinnati Enquirer and Detroit Free Press to promote Florida tourism. Burke Dowling Adams Inc., the Delta agency, produced the ad.*

WSTV-TV Names Wilson

George Wilson has been named promotion-publicity director of WSTV-TV, Steubenville, O. Mr. Wilson formerly was program director, production supervisor and salesman with the station.

Smith-Corona Boosts Callahan

Smith-Corona Marchant Inc., New York, has promoted Edmund L. Callahan from assistant to its vp of marketing to director of marketing services, a new title.

Coming Conventions

Jan. 26. Assn. of National Advertisers, Workshop on Advertising Evaluation, Plaza Hotel, New York.

Jan. 27-29. Eastern Inter-City Conference of Women's Advertising Clubs, Warwick Hotel, Philadelphia.

Jan. 27-29. National Advertising Agency Network, eastern regional conference, Penn-Sheraton Hotel, Pittsburgh.

Feb. 1. Advertising Federation of America, midwinter conference, Statler Hilton Hotel, Washington, D. C.

Feb. 3-5. National Advertising Agency Network, midwestern regional conference, Sherman Hotel, Chicago.

Feb. 8. Michigan Council, Four A's, Rackham Memorial Bldg., Detroit.

Feb. 8. Magazine Publishers Assn., regional meeting, Drake Hotel, Chicago.

Feb. 9-11. Mutual Advertising Agency Network, Canterbury Hotel, San Francisco.

Feb. 14-15. Assn. of National Advertisers, cooperative advertising workshop, Hotels Ambassador, Chicago.

Feb. 16. Business Publications Audit, annual meeting, Hotel Biltmore, N. Y.

Feb. 24-25. Newspaper Advertising Executives Assn. of the Carolinas, winter meeting, Hotel Francis Marion, Charleston, S. C.

Feb. 26-28. Inland Daily Press Assn., winter meeting, Drake Hotel, Chicago.

Feb. 27-28. New England Newspaper Advertising Executives Assn., winter meeting, Parker House, Boston.

March 2. Associated Business Publications, winter conference, Hotel Roosevelt, New York.

March 12-17. Associated Business Publications, management seminar, Arden House, Harriman, N. Y.

March 16-21. National Federation of Advertising Agencies, annual management conference, Sahara Hotel, Las Vegas, Nev.

March 26-30. National Business Publications, annual spring meeting, El Mirador, Palm Springs, Cal.

April 6-7. Advertising Federation of America, 1st District Convention, Providence, R. I.

April 7-8. Southwest Assn. of Advertising Agencies, annual convention, Marriott Motor Hotel, Dallas.

April 11. Premium Advertising Assn. of America conference, in conjunction with the National Premium Buyers Exposition, Navy Pier, Chicago.

April 13-15. Advertising Federation of America, 4th District convention, Dupont Plaza Hotel, Miami, Fla.

April 16-19. Association of National Advertisers, spring meeting, Hotel Sheraton Park, Washington, D. C.

April 17-20. International Advertising Assn., Waldorf-Astoria Hotel, New York.

April 20-22. American Assn. of Advertising Agencies, annual meeting, The Greenbrier, White Sulphur Springs, W. Va.

April 21-22. Advertising Federation of America, 9th District convention, Savery Hotel, Des Moines, Ia.

April 24-27. American Newspaper Publishers Assn., Waldorf-Astoria Hotel, New York.

April 25-27. Sales Promotion Executives Assn., fourth annual conference, Benjamin Franklin Hotel, Philadelphia.

May 1-3. Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 4-6. Western States Advertising Agencies Assn., 11th annual conference, Shelter Inn, San Diego, Cal.

May 4-6. Associated Business Publications, spring meeting, The Homestead, Hot Springs, Va.

May 14-17. National Sales Executives, annual convention, San Francisco.

May 21-24. National Newspaper Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

May 25-28. Federation of Canadian Advertising and Sales Clubs, 14th annual conference, Ottawa, Ont.

May 27-31. Advertising Federation of America, annual convention, Washington, D. C.

May 28-30. Alpha Delta Sigma, professional advertising fraternity, national convention, University of Minnesota, Minneapolis-St. Paul.

May 28-31. Advertising Federation of America, 57th annual convention, Park Sheraton Hotel, Washington, D. C.

June 11-14. Assn. of Industrial Advertisers, annual conference and exposition, Statler Hilton, Boston.

June 19-21. American Marketing Assn., 44th annual conference, Ambassador Hotel, Los Angeles.

June 25-29. Advertising Assn. of the West, annual convention, Olympic Hotel, Seattle.

July 9-12. Newspaper Advertising Executives Assn., Statler Hilton Hotel, Detroit.

Oct. 6-9. Mail Advertising Service Assn., annual convention, Hotel Statler, New York.

Oct. 16-17. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

American Honda to Gumpertz

American Honda Motor Co., U.S. subsidiary of Honda Motor Co., Tokyo, motorcycle manufacturer, has awarded its $150,000 account to Gumpertz, Bentley & Dolan, Los Angeles. The company, which has advertised for the past six months, has had no agency.

Porter Promotes Petzold

Porter Advertising Agency, Portland, Ore., has promoted Keith Petzold to exec vp. Mr. Petzold was formerly an account executive.

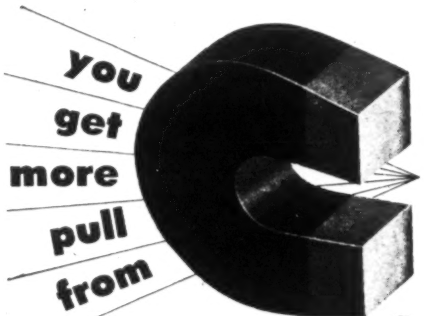
UNDER THE GUN IN '61
Dramatic, Inexpensive Western Style
SALES CONTEST

UNDER THE GUN IN '61

complete with
MOUNTED GUN DESK STAND with engraved plate
WALL CHART with moving gold color bullets for performance standings
MANY WESTERN ACCESSORIES for mailing, handouts and awards

Send for FREE Illustrated Folder

ORGANIZATION SERVICES, INC.
8259 Livernois, Detroit 4, Mich.
Phone: TE 4-9020



CBS • ABC
KELO tv LAND
. . . and you expect it!

When you buy KELO-LAND tv you buy more than a medium—and more than a market! *You buy product popularity in 103 counties!* It is not unusual for volume-store operators in KELO-LAND to ask us, "What tv campaigns are coming up?" . . . and plan their inventories accordingly. A terrific sales magnet for you too!

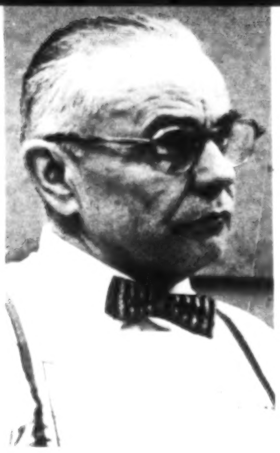
Because KELO-LAND is an interconnected, one-ownership hookup, you get it all with one buy, one film. Your message is flashed simultaneously throughout 73,496 miles in South Dakota, Minnesota, Iowa, Nebraska, North Dakota.

MIDCO
Midcontinent Broadcasting Group
KELO-LAND/tv and radio Sioux Falls, S.D.; WLOL/am, fm Minneapolis-St. Paul; WKOW/am and tv Madison, Wis.; KSO radio Des Moines

KELO-tv Sioux Falls; and boosters
KDLO-tv Aberdeen, Huron, Ustertown
KPLO-tv Pierre, Valentine, Chamberlain
General Offices: Sioux Falls, S. D.
JOE FLOYD, President • Evans Nord, Gen. Mgr. • Larry Bentson, Vice-Pres.
Represented Nationally by H-R • In Minneapolis, by Wayne Evans & Associates

For Over 75 Years—
an acknowledged national and international authority on guns, shooting and hunting. Over 360,000 circulation, including 12,000 foreign.

The AMERICAN RIFLEMAN Magazine
SCOTT CIRCLE WASH. 6 D.C.



PLUM STREET ENTRANCE

H. W. LAY & COMPANY, INC.

IS A BUSINESSPAPER WITH 17 EDITORS OVER TWICE-AS-GOOD AS ONE WITH 8 EDITORS?

FACTORY has 17 editors. It takes this many to satisfy the demands of the men who manage plant operations in the manufacturing industries (the *only* men for whom FACTORY is edited). It takes this many to track down the new ideas and methods and equipment those men must have to run their plants . . . to report and interpret management thinking and techniques which can help them produce best at lowest cost. These 17 editors have no time for anything else or for any other audience.

Other businesspapers with fewer editors aren't necessarily something less than FACTORY. They're simply *different* from FACTORY! This is the one publication you advertise in when you want to sell the men who manage plant operations.

FACTORY

A McGraw-Hill Publication · 330 West 42nd Street · New York 36.

. . . TO REACH MORE OF THE MEN WHO MANAGE PLANT OPERATIONS, AT LOWER COST, THAN ANY OTHER BUSINESSPAPER.

Along the Media Path

The **Detroit News**, in an interim statement to the Audit Bureau of Circulations, has claimed the largest daily circulation of any evening newspaper in America. The *News* statement, subject to ABC audit, shows an average daily paid circulation of 737,415 between Nov. 7 and Dec. 31, the period after the *Detroit Times* ceased publication. The *News*' Sunday circulation for this period was reported at 933,339.

• The **Montreal Star** has shifted its movie, tv, arts, books and music columns from its usual Saturday edition into a 24-page tabloid which is melded into the main editions during the regular Goss press run.

• Latest promotion piece for its mid-May annual "Record Houses of 1961" mailed out by **Architectural Record** consists of a scale model of one of the twenty "houses of the year" to be presented in May to architects, engineers and their clients in the publication's "Record Houses of 1961." The scale model, made of heavy paper, includes directions for assembling it.

• Effective with its January issue, **Pest Control** ran the first of 18 lessons in its correspondence course in pest control technology, prepared by Purdue University's entomology department. Subscribers to the publication will receive the complete text for the course as an integral part of the monthly magazine. To each reader who sends an additional $50 to Purdue's division of adult education, the university provides a comprehensive series of work sheets and questions which are mailed to the student each month. After the reader answers the questions, he returns them to Purdue where they are graded and commented upon by a member of the entomology department. Upon successful completion of the course, Purdue will provide registrants a certificate of completion.

• Home furnishings and appliance manufacturers and agency executives attending the International Home Furnishings Market were honored at a reception in the Drake Hotel by the **Ladies' Home Journal** Jan. 9. Guests were entertained by a series of promotional vignettes which carried out the theme of the party, "Every Time You Breathe, a Woman Buys the *Ladies' Home Journal*."

• **County Government**, official publication of the New York State County Officers Assn., will go from quarterly to bi-monthly publication, effective with the current January-February issue.

• **KDKA**, Pittsburgh, celebrated the 10th anniversary of its nightly all-conversation show, "Party Line," by giving a demonstration of its popularity. On the program's birthday night, hosts Ed and Wendy King twice mentioned a calendar card with their picture and 10 "party pretzels" (quiz questions), from the show's 10 years. More than 7,000 requests for the calendar card have been received.

• Hayden Publishing Co. has added a new special micro-wave section to every other issue of **Electronic Design Magazine**. The section, which first appeared Dec. 21, will carry only editorial and advertising directly relating to micro-waves.

• "1961—the Pivotal Year," a compilation of projections for the 1961 business year in Southern California, has been published by and is available from the Business Research Dept., **Los Angeles Examiner**, Los Angeles.

• Five winners of the 1960 Laura McCall Award for Home Service Achievement, presented by **McCall's**, are Celeste M. Sullivan, Illinois Power Co.; Edna Fyrne Moore, Empire District Electric Co.; Carolyn McKnight, Philadelphia Electric Co.; Wanda B. Pinta, Los Angeles Department of Water & Power; and Ruth L. Hicks, Alabama Power Co.

• "Fortune Plant & Product Directory of the 500 Largest U. S. Industrials," first annual edition, is currently being prepared by **Fortune**. The directory is a complete guide to 10,000 plants of the nation's largest corporations. It features a triple-indexing system, including alphabetical listing, geographical listing and product listing. The limited first edition will be available only to *Fortune* subscribers.

• **Hartford Times** is sponsoring a free, eight-week course in boating know-how, in cooperation with the U.S. Coast Guard Auxiliary and the Hartford Park Dept. Agenda includes a course in seamanship, aids to navigation, rules of the road at sea and safe motorboat operation.

• **Oral Hygiene** celebrated its 50th anniversary with its January issue.

• A motorcade of 40' trailers, carrying some 20 tons of food and clothing for Negroes in Haywood and Fayette Counties, Tennessee, who have been evicted from their homes and denied the right to purchase basic commodities with which to live, because they registered to vote, left from New York Jan. 15. Heading the truck caravan was the mobile unit of **WMCA**, New York. The station first aired an appeal for the food and clothing on Jan. 5.

• **Electrical/Electronic Procurement**, published by Rogers Publishing Co., Chicago, is sponsoring a series of seminars for members of the transistor industry, aimed at expanding companies' knowledge of that fast-growing field. The first meeting was held in Chicago, with others planned for East and West Coast cities.

• Effective Jan. 16, **KGO**, San Francisco, began airing 30 newscasts a week through public service "sponsorship." The station is donating these newscasts, valued at more than $1,800 a week, to organizations operating in the public interest. First organizations to sponsor the newscasts are New March of Dimes, U.S. Treasury Bureau, American Cancer Society and Goodwill Industries.

• National Assn. of Engine & Boat Mfrs. has presented **Boating's Golden Awards for 1960** to the *Boston Globe*, *Miami Herald*, *Providence Journal-Bulletin*, *Amarillo*

Preferred Reading with men who make industrial advertising

says **KENNETH A. MURISON**
Vice-President
Edward H. Weiss and Company

"I have been reading Industrial Marketing since it was introduced to me by my marketing instructor in college. It is a habit which has helped me develop a better understanding of the basic merchandising problems facing industrial advertisers. I have also discovered in IM's pages some valuable approaches to solutions of specific industrial marketing problems of my own."

Mr. Murison, a graduate of the University of Illinois (School of Journalism), was associated with the Inland Steel Company for seven years, where he rose from advertising production assistant to assistant advertising manager. In 1954, he switched to the agency field, joining the Edward H. Weiss concern in Chicago as an account executive. Mr. Murison was named a vice-president and account group supervisor in 1957 and, after a three-year period, was elected to the board of directors. The Edward H. Weiss agency anticipates record billings of $17,000,000 for 1961, including $2,000,000 for the business press. Among the company's industrial clients are Cromwell Paper Company, General American Transportation Corporation, Inland Steel Company and Visking Company (a division of Union Carbide Corporation).

1 Year (13 issues) $3 ABC ABP NBP

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
630 THIRD AVENUE • NEW YORK 17, NEW YORK

Globe-Times, Ft. Lauderdale News, Denison Herald, Denison, Tex., *Norwalk Hour*, and the *Columbus Star*, Columbus, O. The awards are presented for newspaper "leadership in editorial coverage, boat advertising linage and the promotion of recreational boating and allied water sports."

- "*Parents' Magazine* 34th Annual Report to Advertisers," containing its total number of advertisers, advertising revenue and circulation growth, has been published by and is available from **Parents' Magazine**, 52 Vanderbilt Ave., New York.

- **House & Garden** has published "A Community Profile of Upper-Level Suburbia" which concentrates on the town of Darien, Conn. Its Darien data include: Median total family income is $17,940; median current market value of property owned by Darien families is $49,375; 62% of the families own two or more cars; 29% own a boat; 94% serve alcoholic beverages; 73% use wine in cooking; 46% use gourmet and specialty foods; 86% use spices and herbs in cooking.

House & Garden plans similar studies on Shaker Heights, O., and Mercer Island, Wash. Darien research was conducted by Mark Clements Research Inc. The study may be obtained from *House & Garden*, 420 Lexington Ave., New York 17.

- **Department of New Laurels:** **Life's** advertising revenue in 1960 came to $138,780,000, a $4,300,000 increase over 1959.

Yachting carried 1,597 pages of advertising in 1960, a gain of 146 pages over the previous year. #

Revlon Readies Eterna 27

Revlon, New York, is readying a new face cream, Eterna 27, containing Swiss-developed pregnenelone among its 27 ingredients. The product will go on sale in April and will be advertised on Revlon's 90-minute Ingrid Bergman special on CBS-TV March 20. Grey Advertising Agency bought the special.

WTAE Promotes Conomikes

John Conomikes, who joined WTAE, Pittsburgh tv station, as an account executive in 1959, has been appointed the station's local sales manager.

Shaw Reed Price Patten Costello

AD ACHIEVEMENT—*The Norton Co., Worcester, Mass., recently received a Purchasing Week advertising achievement award for notably fulfilling the information needs of purchasing executives. Lined up on the left are three Norton executives, C. L. Shaw, ad manager; R. A. Reed, assistant ad manager; and D. L. Price, vp. Handing over the award is W. W. Patten Jr., district manager, Purchasing Week; and looking on is Scott Costello, vp and general manager of the Boston office of Chirurg & Cairns.*

Oneida Sets Spring Magazine Push for New Chateau Pattern

Oneida Ltd., Oneida, N. Y., will introduce its Chateau pattern in Oneidacraft Deluxe Stainless next March in magazines. Fractional and full-page ads will run in *Ladies' Home Journal, McCall's* and *Parents' Magazine*. The introductory ad will be headlined: "Look again! It's Stainless!" Other ads will have the theme, "People who know silver, want Oneida Stainless too." Circulars, mailing pieces, window banners and displays are also planned.

The new pattern has a traditional sculptured design, rather than the sleek modern lines usually associated with stainless. A new "Shadow-Relief" finish has been developed to give the same effect as oxidation on silver. A 50-piece service for eight retails at $44.95. For all its deluxe stainless patterns, the company is switching from gift cartons to ebony-finish compartment trays lined in blue. Batten, Barton, Durstine & Osborn, New York, is the agency.

AMF Boosts Morison

Donald W. Morison, formerly sales administration manager of Royal McBee International, who joined American Machine & Foundry's international group about six months ago, has been named director of marketing. He succeeds George Mowatt, who has been named export sales manager for technical products.

Dix & Eaton Adds Three

Dix & Eaton, Cleveland, has been named to handle three new accounts, bringing its total billings above $1,500,000 annually. The accounts are Erie-Strayer Co.; H. J. Sherwood Co.; and National Metal Abrasives Co.

Elkay Moves to Peitscher

Elkay Mfg. Co., Chicago, producer of stainless steel sinks, has moved its advertising from Waldie & Briggs to Peitscher, Janda & Associates, both of Chicago. Billings reportedly run about $100,000 annually.

Ampex Promotes Tycer

Del L. Tycer Jr. has been named manager of the advertising and sales promotion section of Ampex Instrumentation Products Co., Redwood City, Cal. He has been acting manager since last September.

Steam Cooker to Badger

Steam Cooker division of Market Forge Co., Everett, Mass., has appointed Badger & Browning & Parcher, Boston, to handle its advertising.

Kopf Leaves Wittner

Charles W. Kopf has resigned from Fred Wittner Co., New York, as vp and account executive on Eastman chemical products.

says J. C. AFFLECK
Advertising and Publicity Manager
Keasbey & Mattison Company

"We rate Industrial Marketing high on our list of sources for worthwhile articles on professional advertising practices and find it full of useful, thought-provoking ideas. And, incidentally, in a recent issue of IM, 18 out of 36 building and contractor trade magazines advertised were publications carrying our advertising. The key advertising, publicity and marketing personnel in my company read IM regularly."

An alumnus of Middlebury College (B.S. in Economics), Mr. Affleck started his business career in 1931 as a salesman for a New York hardware manufacturer and, three years later, was promoted to advertising manager for the concern. Before being named advertising and publicity manager for Keasbey & Mattison in 1957, he also had been an advertising executive at Eisenmann Magneto Corporation, Radiomarine Corporation of America and Allen B. DuMont Laboratories. Keasbey & Mattison, located at Ambler, Pa., makes asbestos, asphalt and heat insulating products. Mr. Affleck directs an advertising program which devoted an estimated $316,500 to business paper advertising in 1959.

says FRED E. ROSEWATER, JR.
Director, Advertising and Public Relations
Food Machinery and Chemical Corporation

"Our corporate public relations and advertising department regularly subscribes to every worthwhile publication dealing with advertising, marketing and public relations. We believe this is vital to our job performance, in keeping well informed and in comparing our techniques and practices with those of others. Naturally, Industrial Marketing has been on our preferred list for many years."

Mr. Rosewater has directed the corporate advertising and public relations activities of the Food Machinery and Chemical Corporation for fifteen years. Before his World War II service as a combat intelligence officer he had chalked up several years of business experience in the southwest. Upon separation from the Air Corps, Mr. Rosewater, a prewar graduate of the University of Washington, took on his present job assignment. The Food Machinery company, with executive offices in San Jose, Calif., is a diversified producer of machinery, chemicals and defense materiel. Worldwide in scope, the company's sales totaled $343,000,000 in 1959. During the same year, almost $1,000,000 was earmarked for space in business publications.

The magazine of selling and advertising to business and industry

INDUSTRIAL MARKETING

Agencies Like Bulk Discounts, Doubt Frequency Cuts' Value, AA Learns

(Continued from Page 3)

advertisers—especially when they consider the heavy discounts given to retailers.

"It's inevitable that newspapers will finally realize what a real opportunity the discounts present as a way for newspapers to renew their appeal to advertisers. However, an unrealistic discount structure won't be of any interest. No advertiser will be tempted by a discount for 1,000,000 lines. And a discount up to 10,000 lines doesn't go far enough. But 100,000 lines is a realistic figure. Such advertisers as airlines, automobiles, whisky, tobacco would be interested in that. They might even increase their linage to do it."

■ Marvin Richfield, media director of Erwin Wasey, Ruthrauff & Ryan, noted that a number of newspapers have changed their rate policies. But he said such changes would probably have come about without the Shell schedule.

Other newspapers, he continued, are holding back to see if Shell stays in newspapers before these papers decide to step in and compete. He doesn't see the holdouts making up their minds for about a year. Whatever the length of Shell's stay in the medium in a big way, Mr. Richfield thinks the newspapers which gave the oil company a special discount may be forced to give it to "just about anybody."

The agency man knew of no advertisers who were being attracted to newspapers because of more liberal discount policies.

■ Joseph P. Braun, vp and media director of Kenyon & Eckhardt, said the agency is watching the situation very closely. He said K&E has "some men working only on that, analyzing rate cards and so on."

The agency reported: "A great many newspapers are making discount announcements from day to day." K&E thought that all it could do was to urge publishers to be "a little more uniform" in their discount policies. At present, K&E pointed out, "there are a multiplicity of ways to achieve a discount structure."

Dancer-Fitzgerald-Sample also reported that it was "just watching the developments, and has not formulated any plans."

■ H. Nevin Gehman, vp and manager of the media services division of McCann-Erickson, said, "I think just a straight volume discount is both simpler and a lot more direct than the frequency discount. One of the great advantages of newspapers is their flexibility but this is somewhat defeated by the frequency discount."

Mr. Gehman thought that the trend is to a straight volume discount, but he felt its general adoption would take some time.

■ Francis Minehan, vp and media director of Sullivan, Stauffer, Colwell & Bayles, said there is "no rhyme or reason" to the discounts as they are now. "Except for the C-I-D plan, there doesn't seem to be any basic plan," he explained.

The SSC&B executive said he believes, however, that this will be all ironed out in a little time, "when newspapers can tie in discounts with profits. Now they don't know how much discount to give," he said. Mr. Minehan said he was very pleased with the discounts and felt ultimately they would be a real advantage to newspapers.

■ George Burrows, media director of N. W. Ayer & Son, said he was "quite disturbed about the whole thing" and has written to several major newspapers expressing his thoughts.

Among the points made in his letter, he told AA, are:

- Newspaper discounts generally go up to 15%, which is "no real major concession," in contrast with radio or television, where up to 50% can be gotten, or magazines, which run as high as 25%-30% off.
- Newspaper costs have gone up 40%-50% in the past ten years, while their efficiency is down 35%-45%.
- Competitively, they are not as strong as other media. For example, Mr. Burrows said, the four Los Angeles newspapers cost $5.80 per 1,000; 17 national magazines $4.07; four Sunday supplements $2.95; a 20-second tv spot $1.93; a one-minute tv network announcement $3.97; a one-minute radio spot $1.50; and a No. 50 outdoor showing between 35c and 50c per exposure.
- The national-local rate differential, generally ranging between 65% and 100%, is a sore spot with many national advertisers, who feel they are wasting their money.

Mr. Burrows said, "We favor a bulk space discount" over any others. This would not lock advertisers into patterns which would destroy the flexibility of newspapers—one of their basic selling points.

■ Arthur A. Porter, vp and former media boss at J. Walter Thompson Co., New York, said the newspaper discount picture is "all mixed up." He said the newspaper industry needs a central organization, "a coordinating agency that would provide some standardization." He also commented that advertisers and agencies are greatly interested in local rates.

"JWT has been asking for local rates for clients who deserve them," he said, adding that newspapers should give consideration to "major advertisers" who are interested in "major discounts."

■ Newman F. McEvoy, senior vp at Cunningham & Walsh, New York, told AA he was "afraid newspaper discounts are not shaping up as uniformly as I'd like." He said one problem in this area is to make the medium "readily usable" by advertisers. "Some newspapers," he added, "complicate rather than simplify rate cards."

As far as advertisers and agencies are concerned, said Mr. McEvoy, "The No. 1 attraction is the discount for bulk space; decidedly in second place is the frequency discount." Mr. McEvoy indicated that advertisers "would play down considerably the attractiveness of 24-time or 48-time discounts." He said not very many advertisers are interested in such long-term newspaper schedules.

He added that advertisers "tend to run in fits and starts, depending on their promotional needs—and broadcast is realistic and takes this into account.

"I have great regard for the sales power of newspapers at the local level," said Mr. McEvoy. "Papers sell goods. Another rate consideration at this time should take into account the fact that national advertisers feel there is an unfortunate situation in connection with the national-local differential. Papers should take this into consideration in reforming their rate cards."

■ Tom Wright, vp in charge of the media department of Leo Burnett Co., said newspapers "have a long way to go" before they are competitive with other media in the matter of discounts. He said he has not yet studied all the new discount plans thoroughly, but commented: "If they're raising their rates to provide a discount, they're stupid." Mr. Wright said he hopes the newspaper discounts will be "flexible, and easy to police."

■ Blair Vedder, vp and media director of Needham, Louis & Brorby, said "the moves that have been made so far are encouraging, but we are concerned about two things: (1) We hope that the inauguration of discounts by newspapers is not going to lead to increases in basic rates and milline rates; and (2) we hope that there will be a high degree of standardization. Otherwise, media buyers will have to spend too much time analyzing the various rate structures."

■ George Bolas, vp and media director of Tatham-Laird, termed the newspaper discounts "a fine and sound idea." He added, however, that discounts could be greater. "As a general rule, the newspaper discounts at present don't provide enough incentive to do what they're trying to do—increase the amount and frequency of advertising," he said. He also rapped newspapers which hike rates to offset the discounts. "You can't pass along every increase. Agencies and advertisers are caught in the cost squeeze, too. The only way is to offer discounts and make up the difference through increased business."

■ A. S. Trude Jr., media director of Clinton E. Frank Inc., subscribed to the consensus of opinion given at a media buyers' luncheon held last week by Sawyer-Ferguson-Walker (AA, Jan. 16). Media buyers there said the newspaper discounts for national advertisers are too small, and that more "realistic" discounts are needed.

■ The advertisers are taking note of the growing number of discounts, too. Hiram Walker Inc., Detroit, this week scheduled a meeting of representatives from the seven agencies which serve the parent Hiram Walker-Gooderham & Worts. Ken Kersey, assistant advertising manager, said the company is "trying to work out a system to take fullest advantage of the various discounts offered," since the company places advertising for many brands. Edward M. Stern, vp and director of media for Foote, Cone & Belding, Chicago, the coordinating agency for the company, was to make a presentation to agency and company officials. #

Frank
Harding
Bolas

RECEPTION—*Chatting at a reception at the Newspaper Advertising Executives Assn. meeting in Chicago prior to a speech given by Harry Harding, board chairman of the Four A's and exec vp of Young & Rubicam, were Clinton E. Frank, president, Clinton & Frank Inc., Chicago; and George A. Bolas, Tatham-Laird, Chicago.*

Cresmer & Woodward Weighs Discounts but Eschews Action

CHICAGO, Jan. 17—Volume and frequency discounts were the subject of considerable conversation at the annual meeting of Cresmer & Woodward papers and their advertising directors here Friday and Saturday, but no formal action was taken.

In addition to the discussion of mutual sales and promotion problems, the group made a tour of the local J. Walter Thompson Co. facilities on Friday, and also listened to several outside speakers, including Robert E. Johnson, senior vp in charge of sales and advertising of United Air Lines, and Robert Anderson, vp in charge of the Detroit office of Batten, Barton, Durstine & Osborn.

■ Mr. Johnson reported that newspapers are an unusually important medium for United, since "our product varies from city to city, and its sale must be localized." He expressed confidence that, largely by changing travel habits, rather than by taking customers away from other forms of transportation, the airline industry will double its present traffic of about 50,000,000 passengers by 1965.

A great deal of promotion will be required to do the job, Mr. Johnson intimated, adding that while the jet age has resulted largely in promotion concentrated in a handful of major markets served by jets, introduction of jets for intermediate service will open up promotional needs for smaller markets. United, he reported, will shortly be using a fleet of French Caravel jets, holding 60 passengers, for medium-range transport.

■ Mr. Anderson, who handles the Dodge account, and formerly handled De Soto, insisted that "irresponsible reporting" was a large factor in the demise of De Soto, and in the process "you newspapers lost a $2,000,000 customer."

Decrying competitive back-biting between newspapers and television, Mr. Anderson insisted, "as an old newspaper man," that debates about their comparative merits are "silly." Television does an unmatchable job of conditioning the public in favor of the Dodge car, he said, "but when individual members of that public become prospects for right now—when they are seriously thinking of buying a car today or next week—then they want to read—and I said read—everything they can about that automobile.

"When they are actively in the market, that one-minute commercial just goes by too fast for them. So we've got to use both media—for quite different purposes." #

Aspirin to Be Sold in Pharmacies Only, Court Rules

ROCHESTER, Jan. 17—The New York state appellate division, fourth department, has reversed a state supreme court order by ruling that Bayer aspirin can be sold in New York state only in registered pharmacies.

By a 3-1 vote, the appellate court overturned a decision of Justice Reid S. Moule issued last March in a suit brought by Loblaw's, a Buffalo supermarket chain with 228 stores in four states.

The appellate court majority, in a 13-page opinion, ruled that Bayer aspirin is not a proprietary medicine and therefore must be sold only in drug stores, where licensed pharmacists are employed. #

Day Urges Ads to Tell Company Story to Stock Investors

CHICAGO, Jan. 18—Financial advertising, a middle ground between institutional advertising and prospectus advertising, was suggested as an instrument useful to corporations by James E. Day, president and founder of the Midwest Stock Exchange, in a talk at the Women's Advertising Club of Chicago last night.

Mr. Day defined financial advertising as advertising which tells the company's story from the stockholders' point of view. He said that institutional advertising in itself is not really the answer. Prospectus advertising is tightly regulated by the Securities and Exchange Commission.

Mr. Day feels a really effective financial advertising program will utilize a special ad budget set up for the purpose of telling present and future stockholders facts about a company. A logical and flexible medium for such advertising would be newspapers, he said. #

'Sunday' Totals $52,500,000 1960 Advertising Volume

Sunday, locally edited supplement, ran up an advertising volume of $52,500,000 last year—$2,500,000 above its 1959 performance. The new total included $36,800,000 in general and automotive linage and $15,700,000 in retail linage. Figures, released by Metropolitan Sunday Newspapers, New York, cover 35 papers in 28 cities with a combined circulation of 17,052,010.

In 1961, Metro will have a list of 38 newspapers in 28 cities. Scheduled to start a *Sunday* supplement on Feb. 5 is the *Washington Post*. Advertisers in 1960 paid $41,350 for a b&w page in a basic list of 27 papers.

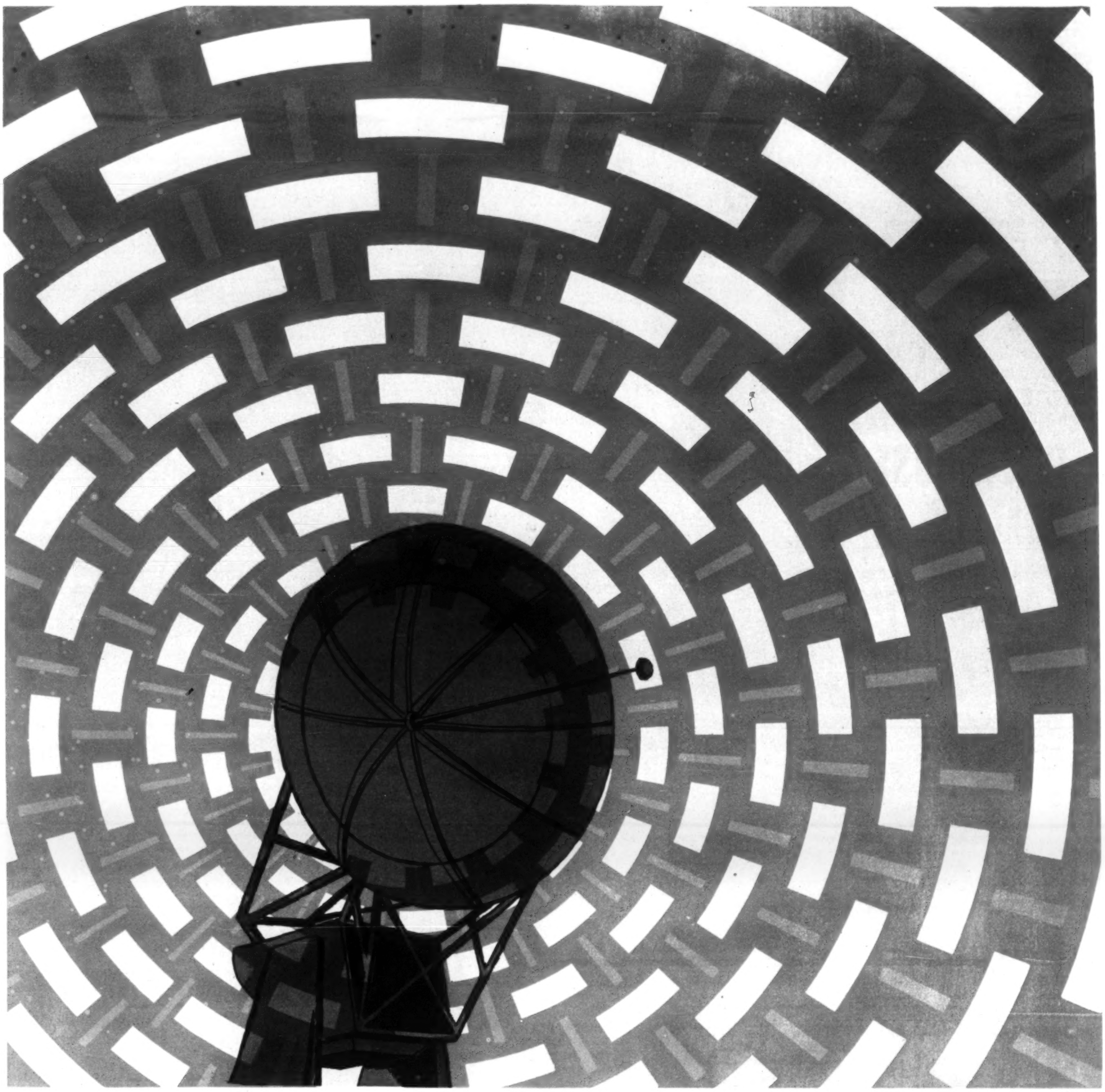
Whitney Assumes Reins At 'N.Y. Herald Tribune'

John Hay Whitney, who acquired a controlling interest in the *New York Herald Tribune* in August, 1958, has been elected president, publisher and a director of the paper by the board of directors. Mr. Whitney, who became ambassador to England in 1957, has retired from that post.

Robert M. White has resigned as president and editor and will continue as a consultant to Mr. Whitney.

Basford Names Carlin

Frederic W. Carlin, formerly an account executive with Benton & Bowles, New York, has been named an account executive with G. M. Basford Co., New York.



CHALLENGE: Provide a way for some 400,000 TV homes in the Nashville area to see for themselves the weather conditions in 36 Kentucky, 3 Alabama and a full 50 Tennessee counties.

SOLUTION: Radar, miraculous as television itself, scanning 65,000 square miles of the Central South, to show "live" weather patterns to viewers—exclusively from WLAC-TV.

MORAL: Buy the station that wins audiences by meeting the challenges of the times—WLAC-TV. CBS of course.

WLAC-TV the "way" station *to the central south*

nashville

Ask any Katz man—he'll show you the way!

Robert M. Reuschle, General Sales Manager

T. B. Baker, Jr. Executive Vice-President and General Manager

NEA May Seek to Settle Anti-Trust Suit

CLEVELAND, Jan. 17—Newspaper Enterprise Assn. reportedly may be willing to consider a settlement with the Department of Justice of a civil suit filed in Buffalo by the government against NEA and five other companies (AA, Jan. 9). At the same time, Greater Buffalo Press Inc., Buffalo, another defendant, has denied that it was guilty of any violations of the anti-trust laws.

The Justice Department charged that exclusive contracts for printing and agreements not to compete were part of an "illegal arrangement" which enabled NEA, King Features Syndicate and Greater Buffalo Press to divide 80% of the Sunday newspaper comics supplement printing business. Three subsidiaries of Greater Buffalo Press were named as defendants, and Eastern Color Printing Co., Waterbury, Conn., was listed as a co-conspirator.

Herbert Walker, president of NEA, issued the following statement: "After a preliminary examination of the complaint filed by the government, it is apparent that many of the allegations are matters not within the knowledge of NEA. It is equally apparent that many of the conclusions drawn by the government differ from those which we feel could properly be drawn from the facts, as we know them."

- K. L. Koessler, vp of Greater Buffalo, made the following comments: "To our knowledge, this complaint was not initiated by any of our customers. The protracted grand jury investigation of our operation disclosed no criminal violations of the anti-trust laws. We believe that the technical violations charged in the civil suit are based upon a misconception of the facts and when all the facts are developed, it will be clear that there has been no violation of the law, technical or otherwise.

"This business, established in 1926, has developed methods and production machinery that have enabled its customers to buy quality printing of this type at the lowest cost. The only reason for the existence of an operation such as this is our ability to produce these sections more economically than the newspapers can in their own mechanical departments."

King Features, the other major defendant, declined to comment on the government's action.

- Among other things, the government's suit charges that newspapers had to pay "arbitrarily high" prices for comics unless they gave King or NEA their comics printing contracts (King and NEA farmed out the actual printing to Greater Buffalo).

The complaint asks the court to curb tie-ins between comics sales and printing contracts and to compel Greater Buffalo to dispose of plants it built or bought in Lufkin, Tex.; Sylacauga, Ala., and Wilkes-Barre, Pa. Greater Buffalo reportedly is the nation's biggest color comics printer.

The suit charges that at a New York meeting early in 1954, King Features and Greater Buffalo divided between themselves the business of printing comics supplements for Gannett newspapers in Binghampton and Utica.

- Following are some other allegations in the suit:

- Greater Buffalo promised to pay King Features $50 per week to refrain from offering lower prices to the *Courier*, Waterloo, Ia.
- An agreement not to solicit each other's customers, worked out at the Hotel Beverly, New York, in November, 1955, resulted in a refusal by NEA to submit bid quotations to General Newspaper Group, Atlanta, and the *Journal*, Tupelo, Miss., in January, 1956; and an "artificially high and non-competitive price" submitted to the *State Times*, Jackson, Miss., in March, 1957.

The government instituted a criminal action against NEA, King Features and Greater Buffalo last May with a federal grand jury in Buffalo. The grand jury probe was dropped with the filing of the civil suit. #

Bartel Lupton Ellington

MERGING—*John Lupton, whose agency of the same name has been acquired by Ellington & Co. (AA, Jan. 16), flanked by his two new agency associates, W. A. Bartel and Jesse T. Ellington, president and chairman, respectively, of the Ellington agency. Mr. Lupton becomes a vp and director.*

'Good House' Boosts McGovern

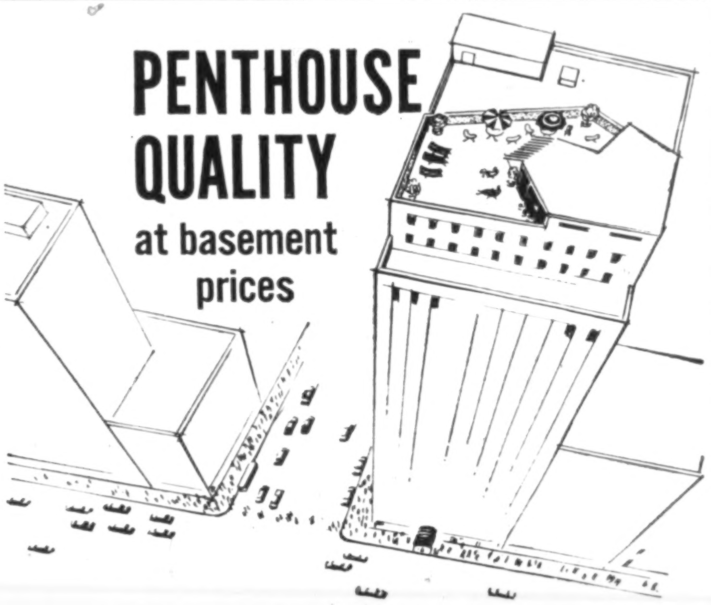
Good Housekeeping has promoted J. Stuart McGovern from its New York sales staff to manager of its Minneapolis office. He succeeds Roy M. Hutchinson, who will retire and will continue in a consultant capacity with the magazine.

Otarion to Roberts & Reimers

Otarion Listener Corp., Ossining, N. Y., has appointed Roberts & Reimers, New York, to handle its hearing aid account. Previous agency is the McCann-Marschalk division of McCann-Erickson.

WRITE DREY
when you have a
mailing list problem.
WALTER DREY, INC.
Mailing List Consultants
257 Park Ave., South, N. Y. 10, N. Y.

PENTHOUSE
QUALITY
at basement
prices



Those who look for genuine values in newspaper space, skip basement bargains and buy the Cincinnati Post and Times-Star as true penthouse quality bearing a milline price tag of only $1.71. Greater Cincinnati is universally recognized as a wealthy market, and readers of this the city's largest newspaper daily or Sunday, include healthy representation of your customers and prospects from every income group.

7 *out of*
10 *Cincinnatians*
read the Cincinnati **POST Times-Star**

★

Total circulation . . . 274,874 . . . ABC 9/30/60

★

Largest Cincinnati Newspaper Daily or Sunday

★

43% Read No Other Daily

★

One of the nation's lowest Milline rates . . .
Only $1.71 on a 200,000 line contract.

★

The Newspaper that Spends the Evening with almost 1,000,000 Readers.

★

ROBERT K. CHANDLER
Manager, General Advertising Department

Represented by The General Advertising Department
SCRIPPS-HOWARD Newspapers

Discounts UP TO 20%

CALLER-TIMES NEW BULK AND FREQUENCY DISCOUNTS

Now, consistent advertising pays TWO ways in the 23-county Tip of Texas market! Pays in results from a million ready-to-buy customers. Pays in rate savings with the Caller-Times' new bulk and frequency discounts to contract advertisers. See Standard Rate & Data or write for new rate schedules.

CIRCULATION 91,439 ABC 9-30-60

The Corpus Christi Caller-Times

CORPUS CHRISTI, TEXAS
National representatives
TEXAS HARTE-HANKS NEWSPAPERS
Dallas New York Chicago

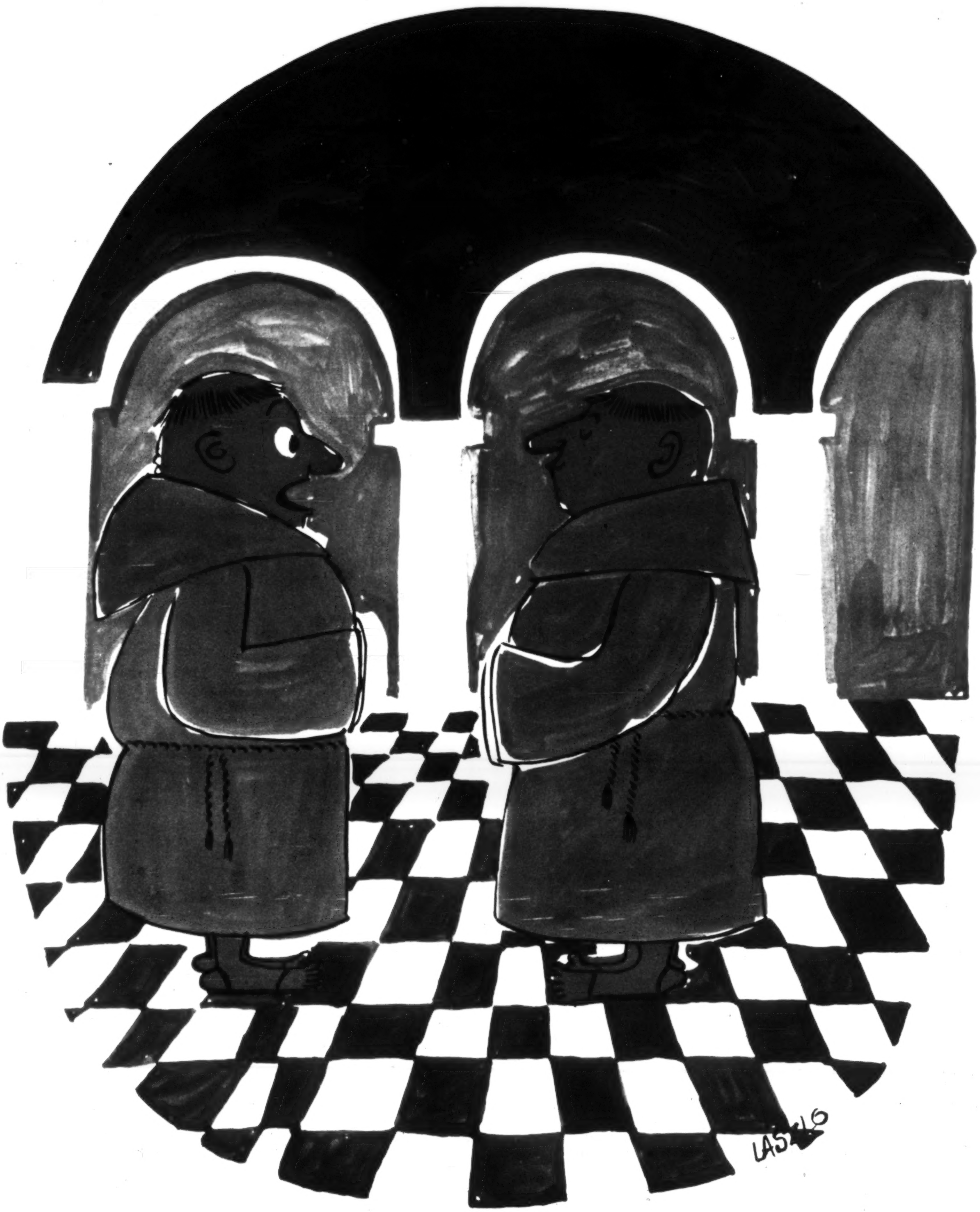
Optional member of THE TEXAS GROUP
Represented by The Branham Company

If you are not getting Powderless Etched *copper* process or monochrome reproductions from your engraver, you are being short changed out of a development of vast importance affecting quality in the publication run.

This is straight talk to you engraving buyers.

HUTCHINGS & MELVILLE, INC. *Photoengravers*
SPECIALISTS IN POWDERLESS ETCH OF *copper* ORIGINALS
4043 North Ravenswood Avenue, Chicago 13, Illinois

Equipped with COLOR SPLITTER, KLIMSCH CAMERA, 4 COLOR 604 PRESSES



"Sects, sects, sects... is that all you can talk about?"

FOR MEN WHO AREN'T TOO STUFFY ABOUT THEMSELVES

Here's humor that is uniquely ESQUIRE. Droll, whimsical, side-splitting or mordant, there's something for everyone in every issue: to wit.
...a chuckle from the pages of February ESQUIRE.

AUTHORITY
IN
A
MAN'S
WORLD

©

B&B Drops Name of Lambe & Robinson From British Listing

NEW YORK, Jan. 17—Benton & Bowles has announced that its British subsidiary, Lambe & Robinson-Benton & Bowles Ltd., will change its name Feb. 1 to Benton & Bowles Ltd.

Effective with this change, the London agency's two top officers, Kenneth Robinson, chairman, and John Cuff, managing director, will become vps of the U. S. parent company.

B&B entered into an association with Lambe & Robinson in 1956 and acquired a majority interest in the agency in 1958. Mr. Robinson founded the London agency with Ivor Lambe in 1946.

B&B's London agency has added nine new accounts in the past year. It is currently billing around $6,000,000 and expects a 50% gain in 1961.

Another British agency took an American name last year, when Dolan, Ducker, Whitcome & Stewart was acquired by Batten, Barton, Durstine & Osborn. It now operates under the name, Batten, Barton, Durstine & Osborn Ltd. #

Max Schmitt Resigns

Max F. Schmitt, president of the Wool Bureau, New York, has resigned. His future plans will be announced later. The bureau has no immediate plans to replace Mr. Schmitt, and has named Dr. Gerald Laxer, director of science and technology, and Felix J. Colangelo, secretary-treasurer, as interim heads of the bureau.

Benson Named Sales Head

Weekly Newspapers of Arizona, Phoenix, has appointed George W. Benson, formerly advertising manager of Palmer Mfg. Corp., sales director. Weekly Newspapers, organized last May, offers a one-order, one-bill, one-check service to advertisers using Arizona weeklies.

'L. A. Times' Will Keep Closer Watch on Stage, Movie Ads

LOS ANGELES, Jan. 17—Starting Jan. 15, the *Los Angeles Times* formalized copy standards designed to eliminate suggestive and offensive stage and motion picture advertising.

The new plan calls for proofs of entertainment ads to be in the hands of the *Times'* display advertising department by 11:00 a.m. of the day prior to scheduled publication.

At that time a special committee will "more closely evaluate" ads, which will be considered unacceptable if they fall in these areas:

Art—Suggestive dress or undress; compromising positions; high state of violence or sadism; suggestive use of narcotics, instruments or alcohol.

Copy—That which might incite unwholesome interest in drugs, use of alcohol, perversion or immorality; which violates normal standards which are morally or socially acceptable; double meanings; copy using "sexsational." #

Hastings Joins RAB; Meden Joins Franznick-Meden

Harold S. Meden has resigned as promotion manager of Radio Advertising Bureau to go into partnership with Philip E. Franznick in Franznick-Meden. RAB has named Hill W. Hastings, previously an advertising account manager of Remington Rand systems division, promotion manager, succeeding Mr. Meden. Mr. Franznick is president of Franznick Graphics, advertising and promotion design studio. Franznick-Meden will specialize in sales promotion services and advertising design for advertisers, agencies and media. The offices are located at 145 E. 49th St., New York.

A former *Sponsor* and Bill Bros. publications editor, Mr. Meden had been with RAB since April, 1958.

Proxmire in TV About Face, Lauds Service Shows

WASHINGTON, Jan. 17—One of the Senate's tv critics told his colleagues last week that the "substantial number" of outstanding public service programs aired by the networks lately makes him believe that "there's another side to this story."

Sen. William Proxmire (D., Wis.), who has chastised the industry for bending before the pressures of sponsors and rating services, reversed his field and praised tv for "an impressive succession of genuinely outstanding shows."

Last year during the Senate debate on the payola bill, Sen. Proxmire introduced into the record an article which appeared in *The New Yorker*, reporting the difficulties tv producer David Susskind had lining up programs which pleased "rating-minded" sponsors.

■ Although he prefaced his remarks with the statement that there is still too much "trivia" on the air, Sen. Proxmire said public affairs programs, such as NBC's "U-2 Affair"; CBS' program on migratory farm labor, "Harvest of Shame"; and ABC's "The Man and the Mandate," have contributed much to public understanding of the vital issues of the day.

"I think that one must recognize that the television networks' elbow room is limited by certain factors," Sen. Proxmire told the Senate. "The need to find financial sponsorship for programs among a fairly small number of advertisers inevitably places an over-all restriction on the scope and nature of programming.

"The established tastes and viewing preferences of most Americans are likely to remain fairly stable. The much-maligned ratings continue to provide a persuasive link between the desire of a potential sponsor to reach a maximum audience, and the nature of the program which will accomplish this with the greatest degree of reliability," he continued.

■ "These hard facts of the television industry being what they are, it is all the more worth taking time out to praise the networks for putting on a very substantial number of outstanding programs in recent months. The merits of these shows deserve recognition. Those responsible for the broadcasts should be praised and encouraged to continue their working efforts."

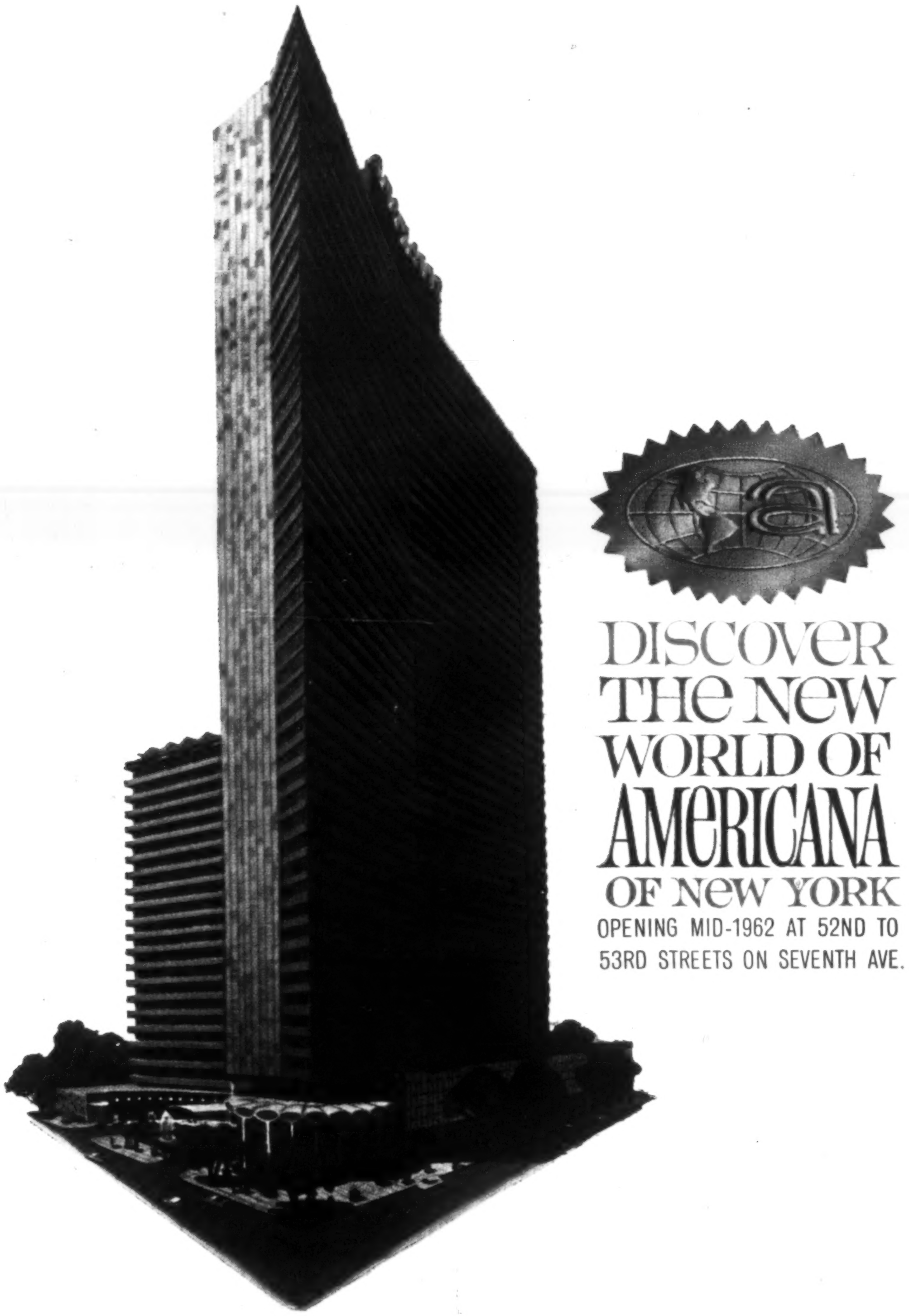
Sen. Proxmire said he intends to place in the record during the next few days scripts of "some of these outstanding programs." This will serve as an indication, he said, "of how good television can be at its best." #

Manoff Gets Laddie Boy

Richard K. Manoff Inc., New York, has been appointed to handle advertising for Laddie Boy Dog Food Inc., Glendale, N. Y., and its subsidiaries, Tippie Dog Food Inc. and Atlas Canine Products. The account will bill an estimated $250,000, primarily in spot tv and newspapers. Babcock, Romer, Carberry & Murray formerly handled the account.

Conde Nast Boosts Two

Conde Nast Publications, New York, has promoted Harold G. Meyer from business manager to executive assistant to the president. William Cox, former business manager of *Bride's Magazine*, has been named to succeed Mr. Meyer as business manager for the parent company.


DISCOVER
THE NEW
WORLD OF
AMERICANA
OF NEW YORK
OPENING MID-1962 AT 52ND TO
53RD STREETS ON SEVENTH AVE.

Imaginative in concept, daring in design, and extremely versatile in its facilities, the 50-story AMERICANA of New York will set a new standard in the hotel field. Its 2,000 rooms, seven restaurants, shopping promenade and built-in garage will be complemented by New York's largest and finest convention facilities: A 60,000-sq. ft. exhibit hall, a Grand Ballroom and 7 Junior Ballrooms, and 33 private meeting-dining rooms. For information and firm bookings: Write or call The AMERICANA of New York, Sales Department, 1540 Broadway, New York 36, N. Y. (JUdson 6-4400) **Direction: LOEW'S HOTELS, INC., Preston Robert Tisch, President**

Agency Heads . . .

Please Fill Out and Send to Us This Agency Billings Questionnaire

Important . . .

Questionnaires have been mailed to advertising agencies in the U. S. and abroad, requesting 1960 billings information for Advertising Age's 17th annual exclusive compilation of agency billings.

Last year billings information was presented on more than 600 agencies, including all agencies billing $5,000,000 or more in 1959.

For inclusion in this important list, agencies must return their questionnaires promptly. A form has been sent to the head of every listed agency. If you have *not* received yours, you may simply tear out the questionnaire at the right, fill it out and mail it to John Crichton, Editor, Advertising Age, 630 Third Ave., New York 17.

Advertising Age 1960 Agency Billings Report

To be returned to John Crichton, *Editor,* Advertising Age, *630 Third Ave., New York 17, N. Y.*

Agency Name____________________

Headquarters City____________________How many offices do you have?__________

Signed by____________________Title__________

I. BILLINGS	**YEAR 1960**	**YEAR 1959**
Purchases of commissionable space and time for clients................	$__________	$__________
Additional fees (not included above) for services rendered to clients which were not commissionable. Note: To determine this figure multiply the **actual dollar volume of fees** by 6.67. For example, if actual fees received were $50,000, the figure you enter is $50,000 × 6.67, or $333,333	$__________	$__________
TOTAL (add commissionable billings and fees)........................	$__________	$__________
If any portion of the above billings, including fees, represents business done in offices outside the U. S. (or outside of Canada in the case of Canadian agencies) indicate the foreign total here....................	$__________	$__________

II. ACCOUNTS

What important accounts did you add to your list in 1960, and during what month did you begin getting billings on them?

ACCOUNT	**MONTH BILLINGS BEGAN**

What important accounts did you lose during 1960, and in what month did you cease getting billings on them?

ACCOUNT	**MONTH BILLINGS STOPPED**

III. MEDIA USED IN 1960

Percentagewise, approximately how did your billings break down by media during 1960?

NEWSPAPERS______% MAGAZINES______% SUPPLEMENTS______% RADIO______% TELEVISION______%

OUTDOOR______% BUSINESS PAPERS______% FARM PUBLICATIONS______% TRANSIT ADVERTISING______%

POINT OF SALE______% OTHER.......................................______%

IV. NUMBER OF EMPLOYES

What is the total number of employees in all offices now?__________

V. ESTIMATE OF 1961 VOLUME

What is your estimate of total 1961 volume for your agency, in relation to 1960 volume?

UP______% DOWN______% ABOUT THE SAME AS '60______

Europe Ripe for U.S. Marketers, Claggett Declares

ST. LOUIS, Jan. 17—There are more selling and marketing opportunities in Europe today for American companies than at any time in history, Charles E. Claggett, president and board chairman of Gardner Advertising, told a meeting of the St. Louis Chamber of Commerce last week.

"It is hard for us to realize, but for the first time in history, great masses of people in Europe now have discretionary spending power. These same people were hard pressed to pay rent and feed their families; now they can do all this and still have money left over to spend—and they are spending it," he said.

In presenting a "marketing eye" view of some of the things that are happening in Europe, based on his own traveling in Europe and what he has learned from others, Mr. Claggett said only one more thing was needed to accelerate the economic upward spiral. "This one thing is just beginning to be understood by the European manufacturer, and for want of a better name I would describe it as total marketing," he said.

Total marketing he described as involving packaging, pricing, advertising, distribution, merchandising, determining where, how and to whom the product can best be sold. "While in America we research our products, our product appeals and our advertising, in Europe, with few exceptions, until very recently, most products have been marketed largely by guess and by God," he said.

"Advertising has been largely designed to achieve brand identification and little else." But, all this is changing, he pointed out, as European manufacturers begin to learn and understand American marketing and advertising methods, and he predicted that the European economy, which is now booming, will skyrocket.

■ "This European situation could mean two things to you: A greater sales opportunity for marketing your products abroad, or conversely, greater and greater competition at home," he said. "Depending upon the nature of your business, it may even become a question of survival, unless you take steps to do something about it."

He quoted William L. Batt, former president of SKF Industries, who said, "Any business without a factory or an affiliate inside the Common Market, just won't be in business in five years."

"We in advertising believe we have much to gain from the European market," he said. "We also have something to give and in one, we cannot afford to forget the other. We must enter the European market with vigor and acumen.

■ "But, we must move with tact and understanding. We must be mindful of the nuances of national culture, the attitudes, the fears, the ambitions and hopes of the people with whom we deal. We must respect their technical and scientific know-how as well as their creative flair and craftsmanship, which is at once gentle and imaginative.

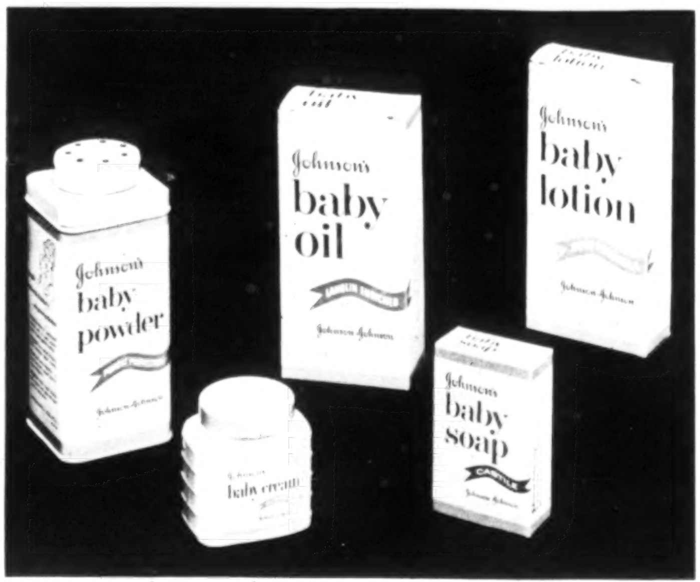
"We believe that the day is not far off when most of the major manufacturers in America will be engaged in international marketing. And, with international marketing will come the need for advertising agencies equipped to deal with international marketing problems."

Gardner Advertising has been seeking ways and means to position itself in the Common Market and in the Outer Seven. Though a difficult and complex problem and one that will take time, Mr. Claggett said, the agency is making some progress.

■ "In the process of our European investigations, we've been fortunate in acquiring some business," he said. "For example, last year we acquired the world-wide television rights to the Rome Olympic Games which we subsequently sold to CBS-TV. In addition to this, we acquired the Alitalia Airlines account. Alitalia is one of the largest airlines in the world and is a large advertiser.

"This month we acquired the Venice Tourist Bureau—not a large account, but a good one. We have also been offered some business in Spain. The point I would like to make is that unless we had been seeking opportunities abroad, we wouldn't have gotten this business.

"In other words, like many companies, we in advertising see the handwriting on the economic wall and realize that we cannot isolate ourselves between two oceans and expect to survive as vigorous and profitable operations. We must be acutely aware of the present and potential opportunities across the Atlantic, where millions of men and women are beginning to have money to spend." ≠



MOTHER LOVE—*In researching designs to give a family look to Johnson & Johnson baby products, Donald Deskey Associates reports it was told by mothers they would be happier with a package less reminiscent of a clinical-hospital atmosphere. Results may be seen in the new packages above, with a pink flag indicating an outstanding product feature and a more informal typeface.*

FDA Gives Drug Makers Reprieve from New Rules

The Food and Drug Administration has agreed to meet transition problems of pharmaceutical manufacturers by temporarily modifying some of the new rules which have been adopted for promotion materials sent to physicians. Under the original rules, which were to be effective Jan. 9, FDA specified that the materials must contain full information about the use of a drug, including any counter-indications which may occur. In response to pleas from manufacturers, the agency postponed the effective date of the regulation until Feb. 7.

FDA also approved temporary modification of tougher labeling regulations which were to become effective March 9. Under this arrangement, labels which have already been printed may be used until Jan. 1, 1962, if the disclosure information is elsewhere on the package or in a brochure enclosed in that package. FDA also announced that catalogs and price lists which contain some information (but not full disclosure) may be continued through Jan. 1, if they are sent only to pharmacists and wholesale druggists, and not to medical practitioners.

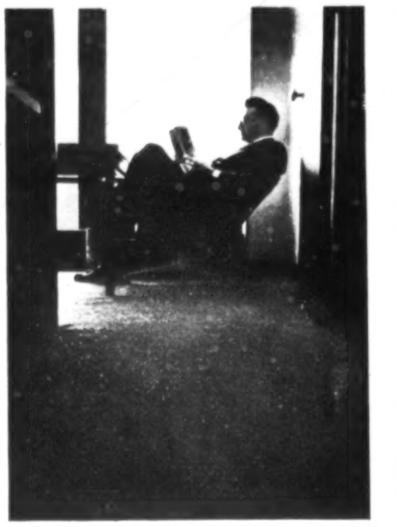
Ditsler Named Marketing Head

International Steel Co., Evansville, Ind., has appointed Robert E. Ditsler director of marketing. Mr. Ditsler was formerly with Whirlpool Corp., and Westinghouse Electric Corp.

The WESTERN HORSEMAN
THE EYE FOR A BILLION DOLLAR MARKET; INSIDE FACTS ON THE WESTERN HORSEMAN READERS.
Send for a Copy Today.
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

ON AIR... PAGE... SCREEN
Your Script or Copy may carry the hazard of claims for LIBEL, SLANDER, INVASION of PRIVACY, VIOLATION OF COPYRIGHT, PIRACY, PLAGIARISM.
You CAN'T pull the words back, but you CAN have our Unique Excess Insurance to cushion the loss—adequately and inexpensively.
Details and rates — write
EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St.
Chicago, 175 W. Jackson
San Francisco, 100 Bush St.

THE S.E.P. SHORT COURSE
C.P.M.
Chicken Pluckers' Monthly, a biweekly magazine. Heavy on editorial features like: "101 Ways to Use a Ton of Feathers," "Slick Chicks in Pix," "Boiling Water Can Be Hard on Hands." No APX data available.
A.P.X.
Ad Page Exposure—the first and only media yardstick that measures reader contact with more than editorial... it measures reader contact with your advertising page. Considering the blood, sweat and money you put in that page, isn't APX the score you want to know?
You can bone up on APX by contacting The Saturday Evening Post



Does paying for a business publication increase its value in the purchaser's eyes?

We believe that it does. Fundamentally, payment for any product establishes its worth to the buyer.

McGraw-Hill publications are always sold to subscribers. It just seems to be the most normal and natural way of doing business. Businessmen will pay for something they *want*.

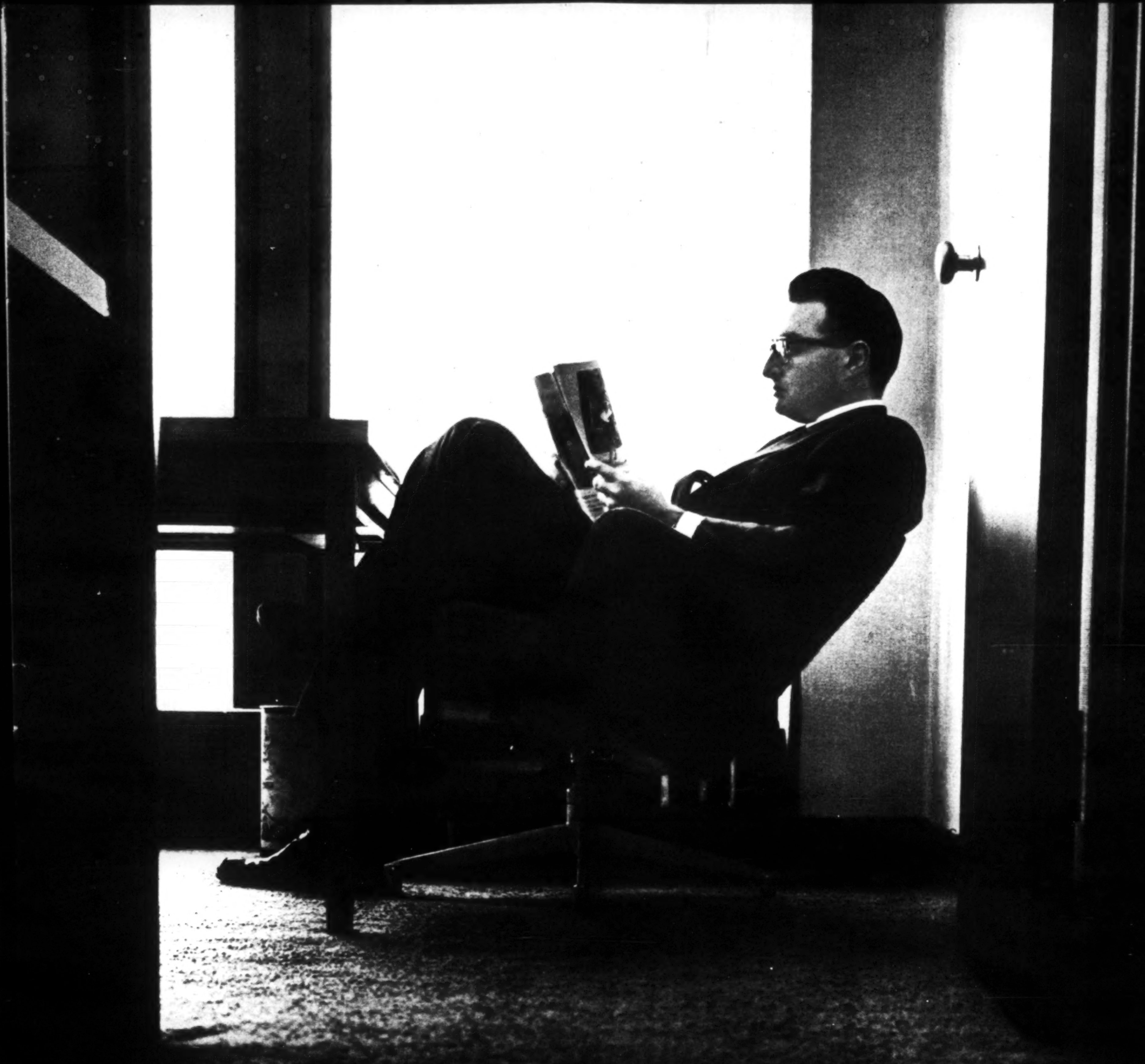
Their payment establishes a very definite contractual relationship. It means our editors must consistently produce publications that are worth the money. If the subscriber finds that the editorial matter doesn't serve his needs, match his job interest, help solve his problems . . . compel his continuing attention . . . it is of no further use to him.

When that happens, he will neither buy the magazine nor read it.

By insisting that our publications be paid for, we accept the challenge of placing our editorial services on the block. Every paid subscriber has the option of deciding the value of this editorial service to himself. For a product or service can only be sold successfully in proportion to the value it provides.

Today more than one million key businessmen pay to read McGraw-Hill publications. These are men with buying influence . . . who are literally paying to reach you when you advertise in McGraw-Hill publications.

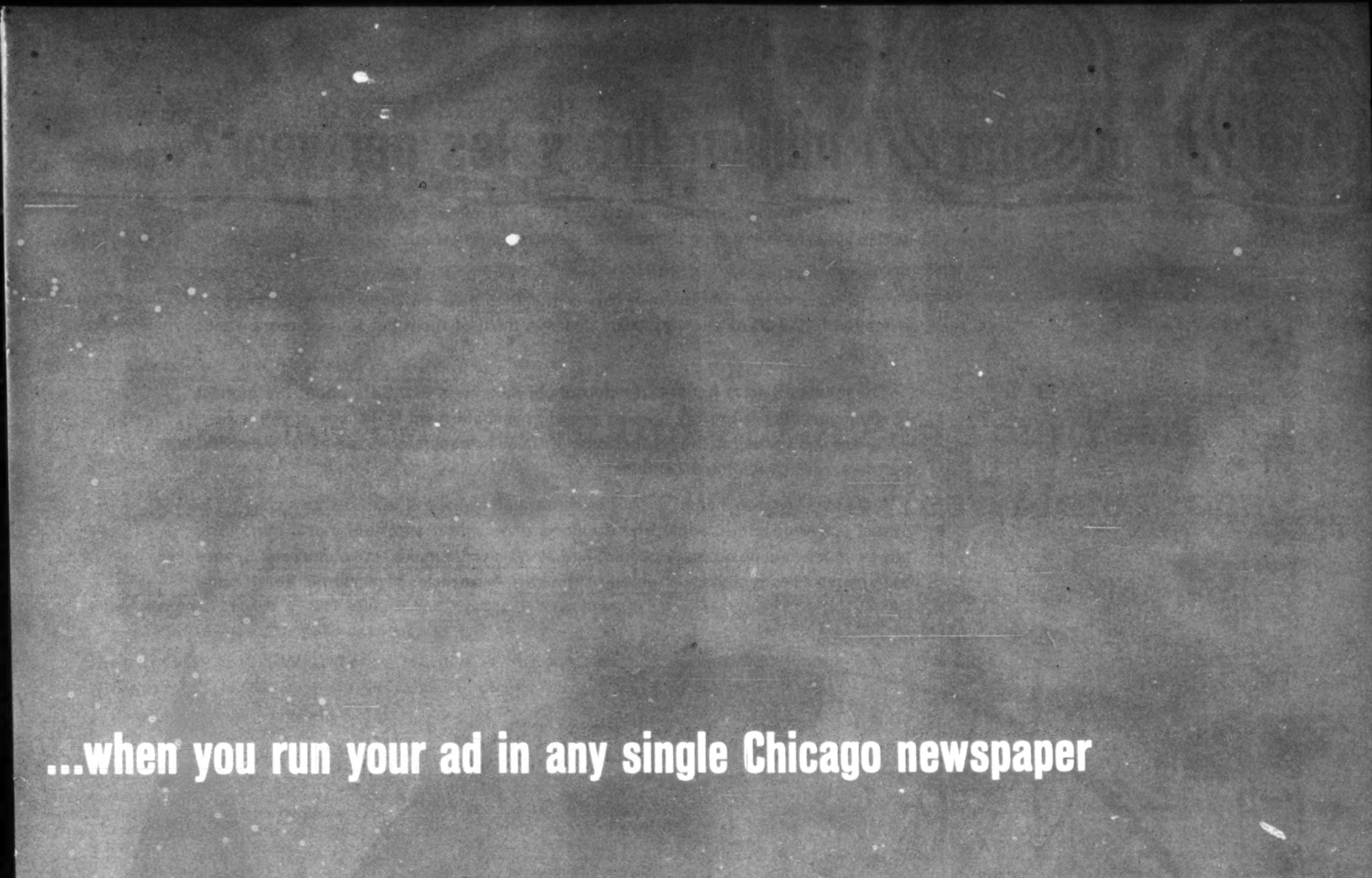
McGraw-Hill PUBLICATIONS
McGRAW-HILL PUBLISHING CO., INC.
330 WEST 42nd STREET, NEW YORK 36



The very act of paying for a thing increases its value in the purchaser's eyes. McGraw-Hill publications are selected and bought by over one million key men in business and industry who want the best in editorial service.

1,368,000 Chicago Men are Missing

MISSING
MISSING
MISSING
MISSING

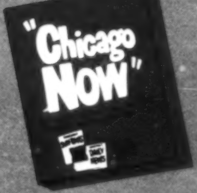


...when you run your ad in any single Chicago newspaper

"Chicago NOW," the report on the authoritative new A.R.F. approved market study, makes this interesting comparison. Though over 7 of 10 Chicagoans read a newspaper daily—you *bypass* from 59.5% to 79.7% —over 1,368,000—of Chicago's men when you use *just one* Chicago newspaper.

The lesson to be learned is obvious. It takes *two or more* newspapers to sell Chicago—and the top two for the money are the Chicago Sun-Times and Chicago Daily News.

The new Sun-Times and Daily News rate structure, with new combination discounts, gives you Chicago's most efficient advertising buy. From 54 to 376 more readers per dollar, from 22 to 218 more *men* readers per dollar than any other 2-paper combinations.*



Do you have a copy of "Chicago NOW"? You should. This enlightening new market study will upset many of your old ideas about selling Chicago. If you don't already have one, contact your Field Enterprises, Inc. representative today.

**Based on 1000 line B/W ad*

TOP TWO FOR THE MONEY

CHICAGO SUN-TIMES

CHICAGO DAILY NEWS

CHICAGO: 401 N. Wabash Avenue, WHitehall 3-3000
NEW YORK: Time and Life Bldg., CIrcle 6-1919
DETROIT: Buhl Bldg., Room 1026, WOodward 3-0930
ATLANTA, LOS ANGELES, SAN FRANCISCO: Sawyer-Ferguson-Walker Co.
MIAMI BEACH: Hal Winter Co.

CHICAGO SUN-TIMES
CHICAGO DAILY NEWS

Copyright, 1961, Field Enterprises, Inc.

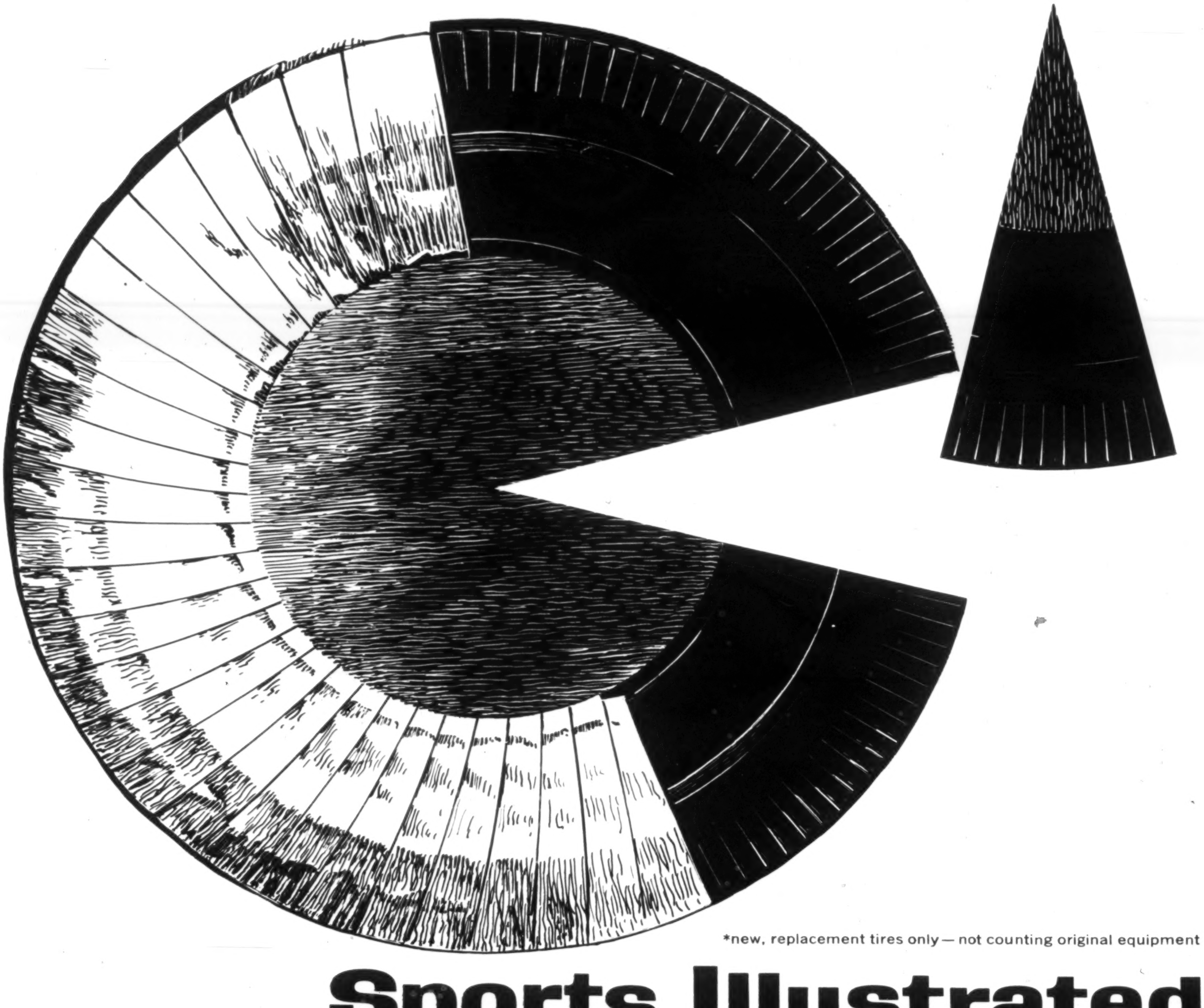
Are you missing 2.1 million tire sales per year?*

—950,000 families, purchasers in 1959 of 3.7 tires per tire-buying household, are within your reach in just one magazine—Sports Illustrated.

Not suprising that they are such good customers for tires: very nearly as many Sports Illustrated families own two or more cars as own one car; they drive an average of 17,108 miles every year; nearly a third of them get four or more weeks vacation.

The median Sports Illustrated household income is $10,835, about the highest of any magazine readership; median age of household head is 42, one of the lowest. 87% are in business or the professions; of those in business, ⅓ are already owners, partners, presidents, top executives.

It stands to reason that an editorial setting such as Sports Illustrated's is going to attract active people—people who do more, drive more, entertain more, join more, buy far more than do ordinary people. And active people make active markets: Sports Illustrated already stands 5th among all magazines in pages of consumer advertising.



*new, replacement tires only—not counting original equipment

Sports Illustrated

Advertising Age

Feature Section

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Next Big Boom: Catalog Retailing

BBDO Pays Tribute to Carl Spier

Leber's Quiz Recaps 1960

Tyler Culls December's Best

What It Costs You Just to 'Stand Still' . . .

Media Costs Shoot Upward in Past Four Years —Same Schedules, Markets Take a Heap More Money

A study by Grey Advertising shows that a network tv schedule that cost $100,000 in 1957 costs $124,000 today, a magazine schedule costing $100,000 in 1957 now costs $127,000 and the price tag on a $100,000 newspaper schedule in 1957 now has jumped to $111,000. Here are the results of the study, reproduced by permission of "Grey Matter."

Media costs, like all costs, are being examined under the microscope because of today's downward pressures on profits. This is true not only of advertisers, but of agencies. The media, too, are doing their utmost to resist rising costs.

To arrive at sound decisions on the costs of maintaining media coverage, it is vital for everyone concerned with budgets and media schedules to have a clear picture of the factors and trends which influence these costs.

Resistance to rising media costs by an advertiser or an agency can be *most* effective only when it is based on knowledge and understanding, and not merely on the desire to resist.

It has been our experience that the problem is understood by far too few people, not only on the buying end but on the media selling end. Our marketing and research departments and our media department, therefore, made a study of the trends which have influenced the cost to maintain comparative market coverage during the past four years. The study was designed to clarify the picture for our staff. But so many who have seen it asked for copies that we decided to devote this issue of Grey Matter to the subject.

■ At this point we should like to make it clear that this is a study of general trends and does not reflect the advertising cost trend of any specific brand or any specific medium. It is important to remember that the data in this analysis should not be used to make inter-media comparisons or to evaluate individual media. Rather it should be taken to indicate generally that it costs more for an advertiser to obtain the same relative coverage of a specific proportion of the market today than four years ago.

It is also important to remember that the 1960 data are estimates. Based on the trend, however, it is reasonable to assume that 1961 will be a continuation of the past four years.

This is an objective study of three major media. Obviously, the cost trends are not exactly the same for all. They couldn't be, for the major factors influencing costs do not affect them all equally.

Pressures on Rising Costs Still on, and They Will Continue

It is often said that charts and graphs make dull reading. But there's nothing dull about what they mean to the man who must make or influence media decisions.

However, before we become immersed in the mysteries (to most people) of statistics, let's look at the bottom line. What does this study add up to?

1. Generally, it costs something like 20% more in real dollars for an advertiser to obtain the same schedule than it did four years ago in the three media discussed.

2. Three factors have been largely responsible for the higher costs of maintaining schedules: inflation, changes in coverage, increased competitive pressures.

3. The trend will continue in 1961.

4. Advertising agencies must exercise to the utmost their skill, experience and efficiency in making the advertiser's dollar most productive.

5. The higher cost of maintaining media schedules brings into sharp relief the need for seeking maximum effectiveness in the total advertising program:

- Advertising messages that are more imaginative, memorable and believable.
- More skillful integration of the advertising message—media, packaging, distribution, selling, merchandising, sales promotion . . . every element in the marketing process.

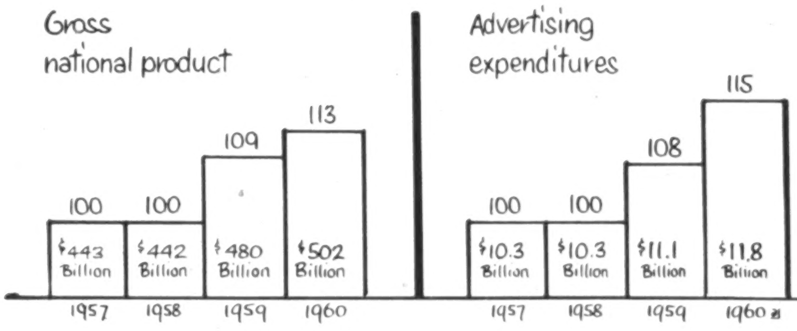
Media Buck Inside, Outside Costs

Every service and product has what we might call "inside" costs, the ordinary costs of doing business: material, labor, rent, insurance, travel, taxes, distribution. Media have these, too.

As every business man knows, the costs of doing business have risen as the result of inflationary pressures. Inflation has reduced the buying power of the dollar by 3% since 1957. This alone would account for a 3% increase in the cost over 1957 of maintaining today an identical media program, if nothing else were involved.

■ But in maintaining an advertising schedule we run up against what we might call "outside costs," that is, costs to the advertiser which stem from the media's increased costs and other external forces in the market place. One example:

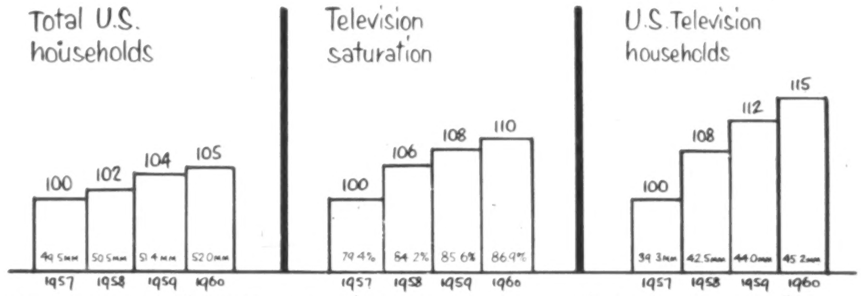
1. Recent trends in gross national product and advertising expenditures



Sources: Dept. of Commerce, Printers Ink

a) Estimate based on first 6 months 1960

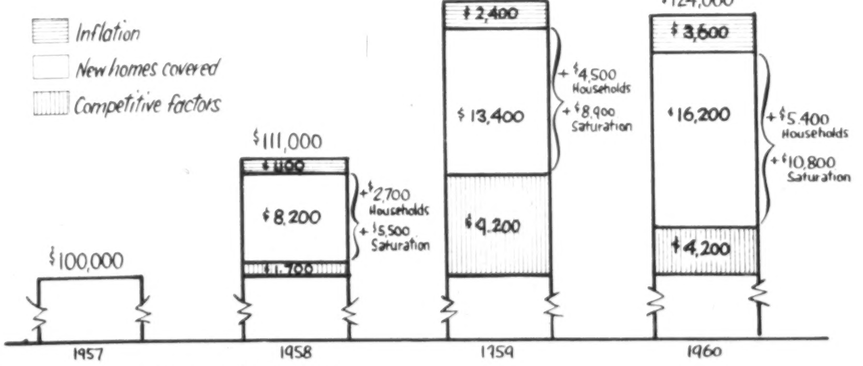
2. Recent trends in U.S.* households, TV saturation** and TV households



* 1957=100 ** Proportion of U.S. households with a TV set

Sources: Bureau of Census, A.C Nielsen

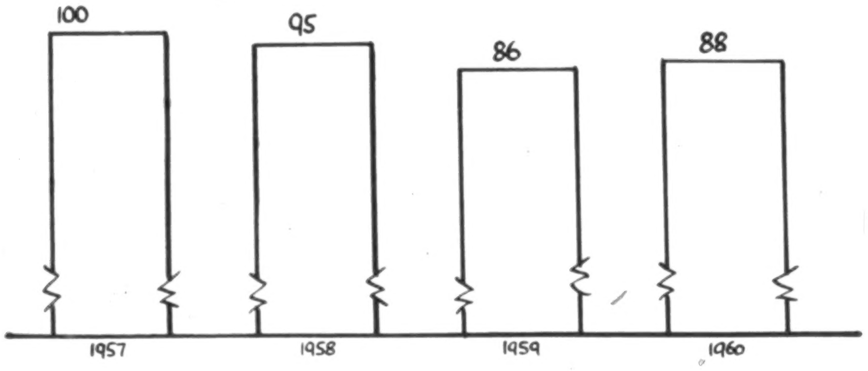
3. The cost of maintaining a network television schedule*



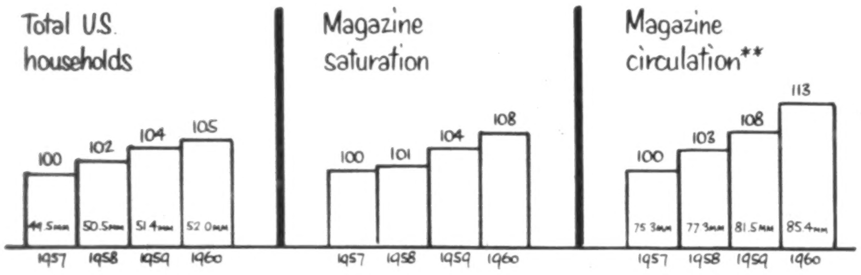
*Based on time and talent costs of 30' and 60' programs

Sources: A.C Nielsen (March-April 1957-1960), Bureau of Census, Dept of Commerce

4. Index of network television coverage assuming a 1957 constant advertising budget

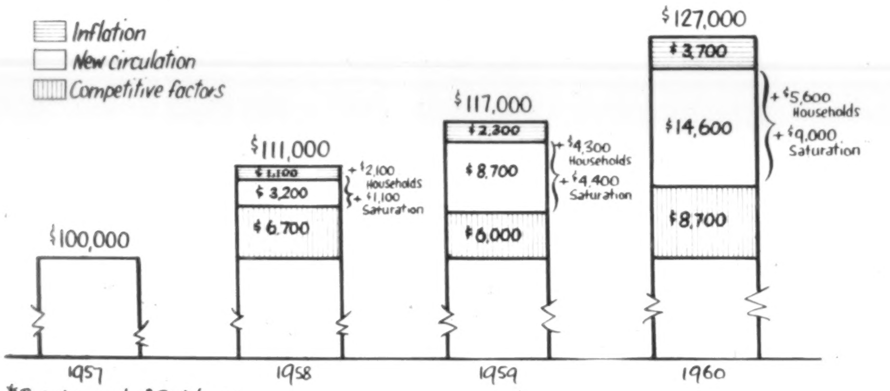


5. Recent trends in U.S.* households, magazine saturation and circulation



*1957=100 **Based on 38 leading magazines Sources: Bureau of Census, Magazine Advertising Bureau

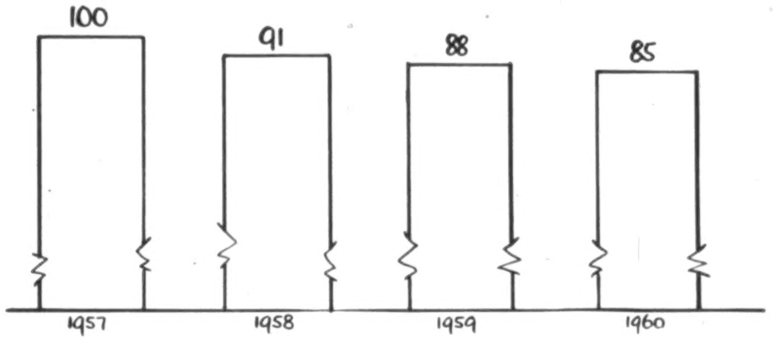
6. The cost of maintaining a magazine schedule*



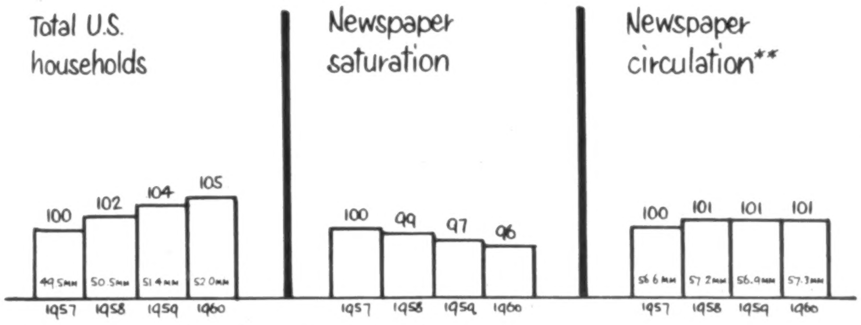
*Based on cost of B&W page

Sources: Bureau of Census, Magazine Advertising Bureau, Dept of Commerce

7. Index of magazine coverage assuming a 1957 constant advertising budget



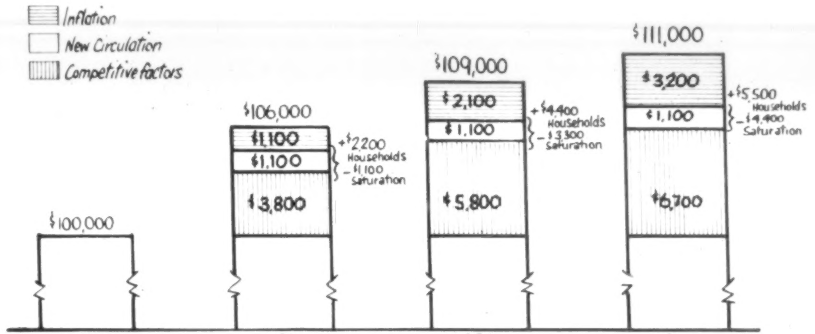
8. Recent trends in U.S.* households, newspaper saturation and circulation



* 1957=100 ** Circulation of all newspapers Jan. 1 of each year

Sources: Bureau of Census, Standard Rate & Data Service

9. The cost of maintaining a newspaper schedule*



* Based on cost of 2,400 lines

Sources: Standard Rate & Data Service, Dept of Commerce, Bureau of Census

Competitive Pressures Increasing

When we look at the relationship between advertising and the gross national product, we see one such force at work. Even a casual glance at Chart 1 will reveal that the rise in advertising investments has paralleled the rise in gross national product (the value of all goods produced and services performed in the U. S.). In 1960 it was actually ahead of the gross national product rise.

Inflation played a significant role in this rise in advertising investment. But we must not forget that media's talent costs, labor and material costs outstripped the general rise in costs due only to inflation.

But the intensity of competition for the consumer's mind and dollar also had an effect on media prices. The bald fact is that more goods are being produced and more services are being created and more new products are being spawned by our economy than ever before. Hence the advertising dollar has to fight its way through a density of competition such as advertisers have not previously experienced.

It's understandable that in this intense competition the law of supply and demand plays a part. Naturally, media rates react to this increased demand for advertising.

Advertisers Need to Reach a Larger Population

But there is still another pressure which creates the need for more dollars to maintain advertising schedules: an increasing population must be covered each year. As every marketer knows, our population has increased in the past four years and this trend will be accelerated in the years ahead, as the postwar crop of babies marries and establishes families. Obviously, it takes more dollars to cover a large market than it takes to cover a small market.

▪ This will become clearer as we discuss the three major media separately. Chart 2 (left panel) shows that total U. S. households have increased 5% in the past four years—from 49,500,000 in 1957 to 52,000,000 in 1960. The center panel shows that in 1960 we had 10% more in proportion of all homes owning television sets than in 1957; that is, the proportion of households with a tv set has increased from 79% to 87% saturation. The panel on the right shows how tv homes have risen from 39,300,000 in 1957 to 45,200,000 in 1960, an increase of 15%.

What happens to the cost of reaching this larger audience through tv? This is shown in Chart 3.

▪ To maintain in 1960 the same network tv schedule that he used in 1957, an advertiser must add $24,000 to the hypothetical $100,000 he allocated then.

The Three Culprits: Inflation, Coverage, Competition

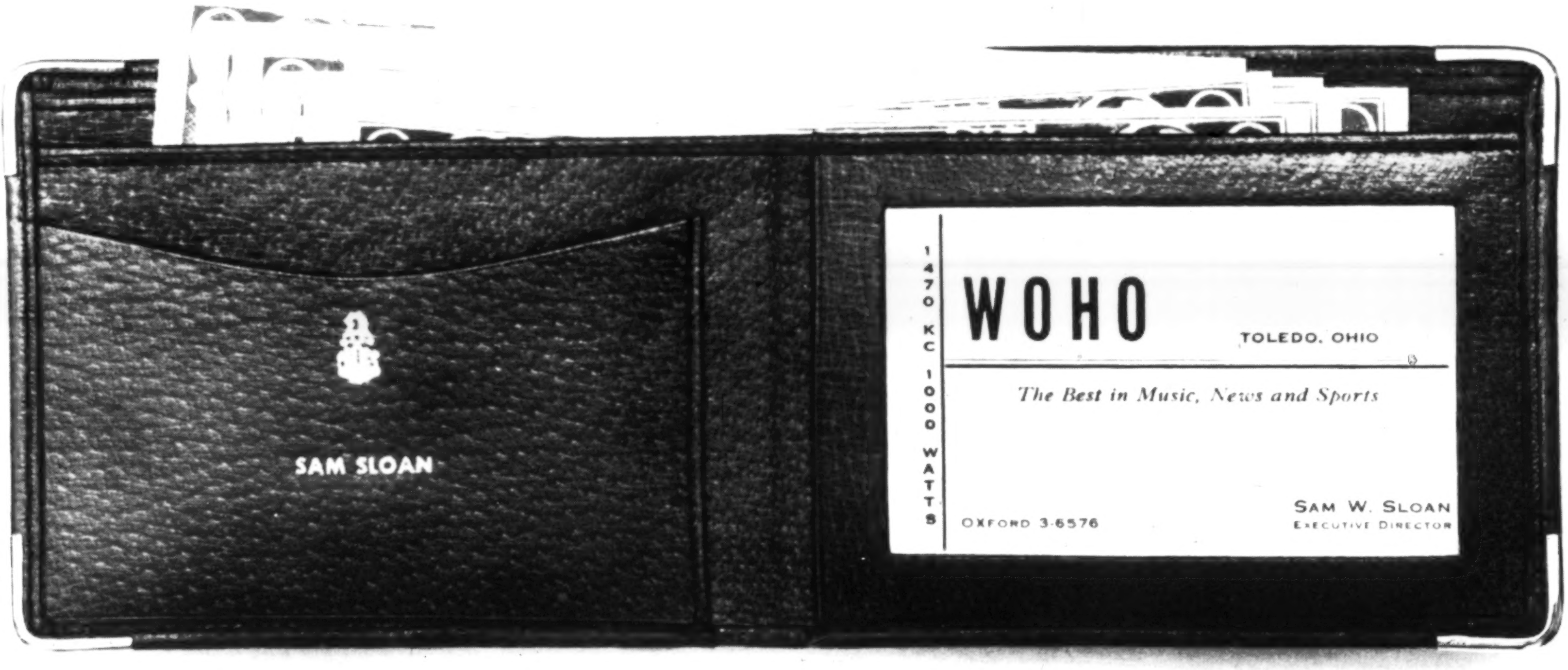
- *Inflation*: As we've seen, the value of the dollar shrank 3% since 1957. This means that an advertiser has to spend 3% more dollars in 1960 than he had to spend in 1957. Inflation ate up $3,600 of this added $24,000, or about 3% of the $124,000 shown in Chart 3.
- *More Coverage*: The audience put at the advertiser's disposal has increased. Adjustment in network tv rates naturally followed. Hence the rise in the number of homes by 15% is responsible for $16,200 of the added $24,000. In other words, the 5% growth in number of homes (which accounts for $5,400 of the increase) and the 10% increase in the proportion of homes owning tv sets (which accounts for $10,800 of the increase) add $16,200 to the cost of maintaining the same tv schedule in 1960 that was maintained in 1957.
- *Competition*: The difference between the total increase of $24,000 and the $19,800 accounted for by new homes is $4,200. This segment of the cost rise must be attributed partly to the fact that media's costs have risen above the inflational spiral and partly to the increased demand for advertising which inevitably influenced media rates.

▪ Thus it's necessary for a typical advertiser to spend $124,000 in 1960 to maintain the same tv network schedule for which he paid $100,000 in 1957.

Chart 4 shows what happens on tv if an advertiser does not increase the budget, but spends the same amount every year. He will reach 12% fewer people in 1960 than he did in 1957, and he will not get any of the benefits of our population growth.

Therefore, whether an advertiser wants to maintain the same television schedule

In Toledo, WOHO has the Mutual advantage!


SAM SLOAN
1470 KC 1000 WATTS
WOHO
TOLEDO, OHIO
The Best in Music, News and Sports
OXFORD 3-6576
SAM W. SLOAN
EXECUTIVE DIRECTOR

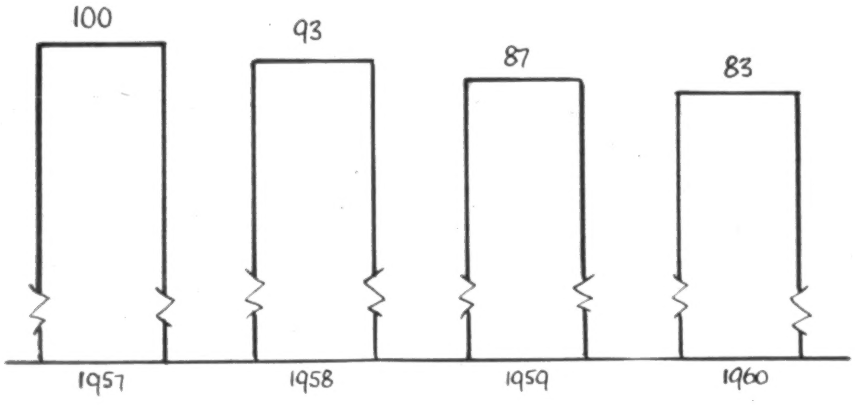
The Mutual advantage: local programming plus network news. And there's money in this formula. Example: WOHO, the Mutual station in Toledo. Let Sam Sloan, General Manager, tell you—"Our newscasts began to sell more readily since we used Mutual inserts on the hour and picked up Mutual network on the half-hour. Since then, sustaining newscasts have been practically nil." WOHO—one of the 400 local stations you get with your Mutual "buy"—does its own local programming designed to appeal to the local listener. Mutual adds to this programming authoritative world-wide news, commentary, analysis—a prestige showcase for your advertising message. That's why for advertisers, too, there's money in the Mutual advantage. Buy Mutual Radio—a good way to make every advertising dollar work harder.

MUTUAL RADIO

A SERVICE TO INDEPENDENT STATIONS

Subsidiary of Minnesota Mining & Manufacturing Company 3M

10. Index of newspaper coverage assuming a 1957 constant advertising budget



or the same tv market coverage, he must increase his advertising budget to achieve either aim.

▪ As we have seen, total U. S. households have increased 5% in the past four years (left panel, Chart 5). During the same period, magazine circulation has increased 13% (from 75,300,000 to 85,400,000). The proportion of homes buying magazines has increased by 8% (saturation center panel).

Now let's look at Chart 6 to see how this affects space costs. We take as our base a $100,000 magazine schedule in 1957. We see that it would cost an advertiser an estimated $27,000 more (or $127,000) to maintain the same magazine schedule in 1960 than it would have cost in 1957. Of this $27,000 increase, inflation accounts for $3,700, added circulation for $14,600, and competition accounts for $8,700.

As Chart 7 indicates, if the advertiser insists on holding his budget constant, he will lose 15% of his previous market coverage. This means that in magazines as in network tv, an advertiser must increase his budget to maintain the same coverage he had in 1957.

Earlier in this discussion we said that not all media were affected the same way by the pressures which contributed to rising costs. This is clearly evident when we apply the same criteria to newspapers as we did to network television and magazines.

We noted that households have increased 5% since 1957. However, the proportion of homes buying newspapers has declined in the past four years by 4% (saturation center panel, Chart 8). Hence, newspaper circulation (right panel) which has remained fairly constant, has not kept pace with the rise in households.

▪ Chart 9 shows that it would cost an advertiser only $111,000 to maintain a newspaper advertising schedule that cost $100,000 in 1957. Actually, the largest part of the increase in maintaining an advertising schedule in newspapers (61% of the $11,000) comes from competitive factors such as, higher costs of getting out the paper, inter-media competition and others.

As a result, a newspaper advertiser must increase both his schedule and his budget to maintain the same coverage he had in 1957. If he insists on maintaining his 1957 budget ($100,000), Chart 10 indicates that he will experience a 17% drop in coverage.

By close collaboration and clear understanding of the factors which affect media costs, advertisers, agencies and media can get the utmost in productivity from the media advertising dollar. This study is designed to help reach this objective. #

What They're (Really) Saying . . .

By W. H. Everett

"But I thought YOU were bringing the layouts!"

On the Merchandising Front . . .

Next Step for Mass Retailing: The Catalog Store

By E. B. Weiss

Step by step, mass retailers have tended to follow Sears. Location-wise, their stores followed Sears to the outer areas of the cities. They followed Sears to the near-by suburbs. They followed Sears to the more distant suburbs. They followed the Sears trend toward one-stop outlets.

E. B. Weiss

They have begun to ape the Sears policy of store-controlled brands (probably 90% of Sears' $4 billion volume is in its own brands). They have aped the Sears program of in-home selling (Sears is far ahead of most other retailers in this technique for reaching out to the shopper). They have begun to ape the Sears program of reaching out to the shopper by telephone—although here, again, Sears is years ahead of other mass retailers. (Indeed, Sears probably does a larger annual volume by telephone than do *all other mass retailers combined!*)

Other mass retailers have even been aping the Sears mail-order retailing technique. Department stores, variety chains, drug chains, discount chains, hard-goods chains are all employing mail catalogs in varying degrees—and with even more varying astuteness.

▪ But the one phase of the extremely well-rounded Sears retailing program that practically no other mass retailer has adopted or adapted is the *catalog sales office*. And that will be the next step to be taken by some, and probably many department stores, variety chains, drug chains, discount chains, hard-goods chains, etc. When this comes about, manufacturers will be faced with *still another* new form of distribution that will compel changes in their marketing strategy.

Why will other mass retailers turn to the catalog sales office? Basically, for these reasons:

1. There must come a time when the law of diminishing returns applies to giant one-stop store units. There simply are not enough one-stop shoppers right now to fill the aisles of all the one-stop store units currently in business. That is why it now takes two to three years for the newest one-stop store units of the various chains (and the one-stop branches of department stores) to turn the net profit corner. (Moreover, this may turn out to be an optimistic estimate—perhaps the *majority* of these newest one-stop stores of the various chains [omitting the newer types of discount chains] may never quite get out of red figures!) Certainly, the staggering number of one-stop store units scheduled to be opened over the next two years *must* signal the approach of a saturation point.

2. Other mass retailers will turn to the catalog sales office (a rather poor descriptive name, by the way!) is that they will become increasingly impressed with the remarkable achievements of this outlet under the Sears program. For example:

A. Only one other retailer of general merchandise has a larger annual turnover in its retail stores than the Sears mail-order business—J. C. Penney. This is a fantastic achievement for a form of retailing that presumably had begun to wither away with the advent of the automobile.

B. The Sears mail-order business, of and by itself, *almost equals the combined* store and mail order volume of Montgomery Ward.

C. In 1959, the catalog part of the Sears business achieved its largest sales volume in its entire history. In 1960—ditto! And every indication is that 1961 will also be ditto.

3. Other mass retailers will begin to eye the catalog sales office concept because this type of store involves a low cost of operation. The floor payroll is particularly low. Moreover, the problem of floor personnel is not so acute as it is in traditional stores because it is really the catalog that does the selling—not the attendant.

4. Discount chains, especially the new closed-door or membership discount chains, really are close right now to a catalog concept. Their direct-mail flyers *are* catalogs. (Most of their ad budget goes for direct-mail.) Customers bring these catalogs to the store. Catalog order desks will ultimately be set up in membership stores—no doubt about it. Moreover, several of the older discount chains are now heavily engaged in mail-order—and from mail-order to the catalog sales office is a logical step, as Sears has certainly demonstrated.

5. It has become increasingly necessary for mass retailers to reach out to the shopper through every available technique. More and more retail volume will be done *off* the retail floor; this is the explanation for the vast growth in telephone shopping and for the vast growth in in-home shopping. The catalog sales office is another means of reaching out to the shopper—and a hugely effective technique.

6. The catalog sales office meshes perfectly with the powerful trend toward telephone shopping—a trend now being most energetically pushed by the AT&T, with the aid of a huge budget. Sears reports that *over 30%* of its catalog volume in 1960 was done *over the telephone!* This percentage is growing each year—in time, *50%* of the Sears catalog volume will be done over the telephone.

7. Add the in-home volume done through the Sears catalog sales office (these outlets operate sizable in-home sales forces)—and it becomes evident that ultimately, if not right now, well over 50% of the total dollar volume of the Sears catalog sales office will be done *off* its floor!

8. Obviously, the total cost of opening a catalog sales office is tiny, especially when compared with the cost of opening a big one-stop store unit. Inventory costs are minute. Even handling costs are much less since the merchandise need not be moved from warehouse to store—instead, it goes from warehouse right to the shopper. (And Sears is usually able to make deliveries *faster* when ordered through its catalog sales offices than when ordered in its retail stores!) In an era in which mass retailers simply must bring down their still-mounting costs these reasons are extremely persuasive.

9. Sears has found that there is *absolutely no difference* between the shoppers in its stores and the shoppers in its catalog sales offices. In *every* respect, this is one and the same shopper.

10. Sears has a catalog order *desk*, which is really a separate catalog sales office, in each of its stores. This makes its smallest stores competitive in inventory with their largest competitors. (A tiny catalog order desk or catalog sales office really exposes over 100,000 items in a minimum square footage.) In most Sears stores, its catalog desk is *by far*

A year ago we took space in Advertising Age and The New York Times to say—

LET'S CUT OUT THE RAZZLE-DAZZLE ABOUT WHO BUYS WHAT IN A CHEMICAL COMPANY

In this ad we said—

"The tremendous scope of today's chemical industry makes it far too important for any further confusion and razzle-dazzle about who specifies and approves the enormous quantities of materials and equipment it now demands.

"Today's chemical industry touches us all. Chemical materials, equipment, instruments, and processes enter into just about every known manufacturing and fabricating operation.

"Thus under the same professional 'roof' we have the chemical engineer at Coca-Cola, the vice president at U.S. Steel, the research director at Procter & Gamble, the project engineer at Monsanto, the chief chemist at Champion Paper.

"A variety of titles, a variety of functions, in a variety of industries. But they do have one thing in common. They are all involved with chemistry and chemical engineering. They are all 'chemical specialists'.

"They initiate, specify, and approve every order for chemicals, equipment, instruments, and services.

"This man, the chemical specialist, is the single most important sales prospect in the chemical process industries."

The words we wrote then are even truer now

The chemical world grows more complex every day. New companies enter the field. Chemical technology and engineering are now an integral part of such "non-chemical" industries as the aircraft, electrical, and photographic industries. New forces are brought to bear on the purchase of materials. Throughout this tremendous growth and diversification, there is one link which joins together a vast network of prodigious purchasing power—the chemical specialist.

At the recent Manufacturing Chemists' Association Meeting in New York Dr. Wallace Gordon, Assistant General Manager of duPont's Industrial and Biochemicals Department said—

"The crux of chemical marketing in the years ahead will be growth by innovation . . . using old products in new ways, doing things never done before, improving old products, and bringing forth new products.

"This is the process by which we achieve growth which is both quantitative and qualitative and growth which thereby contributes to progress."

The force behind this growth will be the great body of "chemical specialists"—not one title, one degree, or one function. But the mass effort of chemically-trained men, functioning in a variety of overlapping areas, creating together toward a common goal. They will generate a need for increasing amounts of materials, equipment, instruments, and services.

This is a time for creative marketing in the chemical industry

A time to throw off the old, tired, shopworn concepts of selling to limited titles and functions. A time to follow the chemical specialist wherever he is in industry. There are still sales frontiers. Develop new uses for your product. Involve new industries in the use of your product. Create new clients and customers through imaginative marketing techniques and thoughtful reader-oriented advertising.

CHEMICAL & ENGINEERING
NEWS
Radioisotopes – Uses Still Lag the Potential
Return on Capital Spending Is Shrinking
The Story Behind the Sudden Expansion in Styrene
NAPHTHALENE—
STRONG DEMAND
SEEN FOR 1960 . . . 19
USS Chemicals

We believe that the chemical trade press should help you in this effort

We believe we can serve you best if we apply our research to finding out more than we already know about our reader. In 1960 and 1961 we are investing in research which will pay the most sales dividends to you, the advertiser. We believe that the more you know about our reader, the more you'll get out of your advertising in CHEMICAL AND ENGINEERING NEWS.

CHEMICAL AND ENGINEERING NEWS has always been known for the timeliness of its editorial, its thoroughness, its accuracy. These are the goals which guide our editors. They are the same goals which guide our research and promotion.

During 1960, we engaged "Chilton Research Services" to conduct a series of studies.

One of these studies is a profile of the C&EN reader. It answers such questions as: What is his background and training? What is his job, his title, his function? Is he concerned with new product or process evaluation and testing? Where does he work? What does he purchase? What does he read? What does advertising mean to him?

Another study is an analysis of the advertising in a particular issue of C&EN. Was the reader interested in the product to begin with? Can he recall the ad? How much of it? Can he play back the advertising message? C&EN and Chilton Research Services have introduced new testing techniques which have never been used before. Techniques which go far beyond established advertising readership studies.

These surveys continue C&EN's attempt to provide advertisers with accurate market information, a true picture of our readers, and help in the preparation of their advertising.

Yes, we feel as we did a year ago: *"Let's cut out the razzle-dazzle about who buys what in a chemical company."*

Check with your C&EN representative now. Let him tell you about the new market and research material soon to be available to advertisers to the chemical process industries.

CHEMICAL AND ENGINEERING NEWS

An American Chemical Society Publication

Advertising Management: Reinhold Publishing Corporation, 430 Park Avenue, New York 22

the *largest* department in the store!

11. While Sears may not be doing this (Aldens is testing this plan) a catalog order desk could be opened by a large retailer in the store of another retailer—thus Aldens has tested a catalog order desk in food supers. (Since drug chains and food chains are opening leased departments in discount stores, why isn't a catalog desk logical?)

12. Modern electronic techniques for communication and modern transportation combine to make it feasible to conduct this type of retailing with unique efficiency and speed. In brief, technology aids the catalog form of retailing to a vastly larger degree than it aids the store form of retailing. This is especially true of the latest techniques for electronic communication, electronic data processing.

13. Catalog volume does *not* come primarily from rural areas. Sears does more catalog volume in Chicago, New York and Los Angeles—just these three areas—than it does in 47 of the 50 states! The catalog shopper is anybody, everywhere.

14. Sears has found it possible to achieve a high degree of flexibility in its catalog retailing. It is no longer confined to a six-months general catalog. It can move just as rapidly in its catalog as do most mass retailers in their stores. This applies even to fashion merchandise.

15. Sunday retailing will encourage catalog retailing—this has happened already.

Conclusion: And so, for all these reasons, I conclude that more and more mass retailers will turn to adaptations of the Sears catalog sales desk procedures. They will reach out to the shopper through every available means, every minute of the day, seven days a week—and they will weld all of these techniques for reaching out to the shopper into a single, cohesive program of retailing in which each phase contributes to the other and in which the whole is tied together as a single hard-hitting retailing procedure. #

BIZ QUIZ

Compiled by Lester Leber

What Happened Last Year?

This instalment of Biz Quiz is based on 1960 developments. Test your recollection and perception by ticking off True or False for each statement. You'll find the answers on Page 92.

1. Broadcast media surpassed print media in investments by national advertisers.
   ☐ True ☐ False
2. National advertisers spent more money for television time on spots than on network shows.
   ☐ True ☐ False
3. Tv networks lost ground in their control of affiliated stations.
   ☐ True ☐ False
4. Sales of radio sets increased over 1959.
   ☐ True ☐ False
5. Leading magazine in advertising linage was once again *The New York Times Magazine*.
   ☐ True ☐ False
6. *McCall's* became the first women's magazine ever to exceed 6,000,000 in circulation.
   ☐ True ☐ False
7. *Kansas City Star* reported a larger circulation than any other newspaper outside of New York, Chicago and Philadelphia.
   ☐ True ☐ False
8. Outstanding change in advertising agency billings was engineered by Shell Oil. In dollars involved it exceeded each of the other two major switches, Chrysler and Pepsi-Cola.
   ☐ True ☐ False
9. Among the brickbats thrown at advertising by public figures, the most significant was Presidential candidate John F. Kennedy's statement in favor of a tax on advertising.
   ☐ True ☐ False
10. College graduates who specialized in advertising generally experienced little difficulty in finding jobs.
    ☐ True ☐ False
11. Biggest business news story of the year, according to stockbrokers, was the unexpected collapse in steel demand.
    ☐ True ☐ False
12. Total and per capita personal income was up in every state in the union.
    ☐ True ☐ False
13. California passed New York as the biggest market in the U. S., taking over first place in retail sales and number of households.
    ☐ True ☐ False
14. Retail sales hit an all-time high.
    ☐ True ☐ False
15. Mail order firms continued to increase prices of their catalog merchandise.
    ☐ True ☐ False
16. In contributing to the good year for auto-makers, the trio of Ford, Falcon and Thunderbird outsold the combination of Chevrolet plus Corvair.
    ☐ True ☐ False
17. In the electric appliance field, refrigerators, freezers, clothes washers and dryers posted sales increases.
    ☐ True ☐ False
18. Cigarets enjoyed their biggest year ever with filter tips outselling regular and king sizes put together.
    ☐ True ☐ False
19. Railroads had one of their worst years in recent history.
    ☐ True ☐ False
20. U. S. imports continued to exceed our exports.
    ☐ True ☐ False

BBDO's Veteran Copy Head Retires . . .

Salute to a Tough Guy

Carl Spier, vp, copy supervisor and a director of Batten, Barton, Durstine & Osborn, retired Dec. 31. Shortly before that, the agency's monthly newsletter, "BBDO," carried an unusual article in tribute to him. It was written anonymously by "two of the men who worked for him," and an accompanying note explained that the article was an "attempt to note what Carl Spier's 43 years and three months have meant to BBDO and its predecessor agency, the George Batten Co." A poignant picture of a top copy man, it is reproduced here in full.

Carleton L. Spier is an electron. He's lanky and wiry and shot with excitement. In the office, he's the only man who runs *back* from the men's room. He wrote the advertisement that began "To Peggy for Marrying Me in the First Place . . ." and the excitement it caused never ended. He invented the penguin for Kool cigarets. And he told a four-and-a-half-million-dollar client (at 4:30 a.m.) that he was a horse's neck.

Carleton Spier

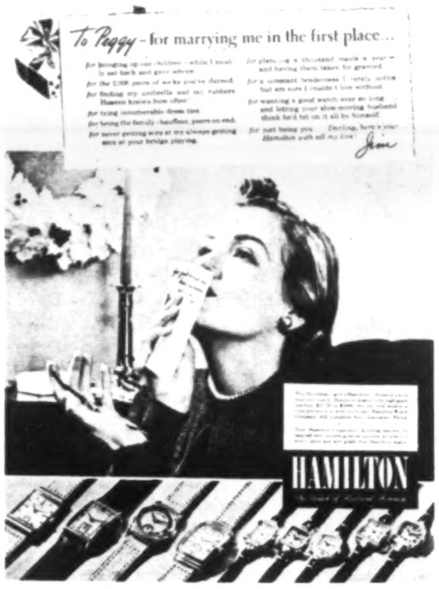
Carl was murder to work for. He was impatient and tough and unrelenting. He'd blister your hide and squash your ego. When the situation seemed to demand it, he'd take the Lord's name in vain as naturally as he took a breath.

■ There was only one thing Carl could do for a man who was just a fairly good writer. He fired him—and fast. He explained his speed this way:

"It's unfair to let a man get married and have three children while you're trying to think up a nice, friendly way of telling him that, as a writer, he would always be a bum."

This raised hell with personnel. The telephone book was never up to date in Carl's section of the copy department. When Carl assigned Nelson Gurnee to a desk and a phone, the man he was replacing and the man *he* had replaced were both still taking their belongings out of that desk. Those who did make the grade with Carl were never the same afterward. They'd come to Carl as nice, clean-cut kids with traces of talent. By the time he got through with them, they'd be older and sadder—and, half the time, on the board of directors.

■ Carl Spier's office has always been the Parris Island of the agency business. Survivors of his boot training may have scars, but they're proud and grateful for the circumstances that put them under the wing



To Peggy - for marrying me in the first place...
Jim
HAMILTON

—and exposed them to the wisdom—of Carl Spier.

Carl hired Jean Rindlaub and Whit Hobbs and Art Bellaire. He hired Ted Bates and Benton and Bowles when they were unknown writers instead of well-known agency letterheads.

He hired Gordon White and Jim Jordan and Glenn Verrill and Jo Smith and Dennis Taylor and many more when they were damp behind the ears. Today the proudest boast of all of them is the number of years they wrote for Carl.

■ Al Ward once called Carl a Prussian schoolmaster. (He worked for Carl, too.) Carl would bully you and ride you and make you rewrite an eight-line blurb a hundred and eight times. (And if you weren't too mad to be objective, you'd have to admit it was then a hundred and eight times better.)

He'd nag you about unimportant details—until at last you'd got it through your skull that there is no such thing as an unimportant detail. Time and again he'd throw out copy that was plenty good enough (until at last you'd learned that copy that's good enough is never good enough).

About that time you'd be ready to pick up your battered carcass and drag it out of Carl's domain—and go off to be a group head or a supervisor or a vice president, on the strength of what Carl had taught you.

■ Turn over this rare and rugged coin that is Carl Spier and you'll find him just as ready to push the good guy ahead as he is to push the mediocre guy out. He'd put up a fierce fight for a raise when he felt you had it coming. He'd storm the board to make you a stockholder, once he was sure you were going places. He'd take a good ad you wrote and send it to Charlie Brower with your name plastered all over it.

And, sometimes, when you'd gone that extra distance and spent nights and

The BIG ONES

—cities with the largest daily newspapers *

1. New York
2. Chicago
3. Philadelphia
4. Los Angeles
5. Detroit
6. St. Louis
7. Washington
8. Cleveland
9. MILWAUKEE
10. Boston

When you are looking for large newspaper markets and lowest costs, you'll find only eight cities which have daily newspapers with more circulation than The Milwaukee Journal*. And in none of these, or any other million population markets will you find the economical one-paper coverage you get with The Milwaukee Journal—9 out of 10 homes in the metropolitan area and 50% of all urban homes in Wisconsin. **THE MILWAUKEE JOURNAL**, Member of Million Market Newspapers, Inc. *Excluding Combinations

New York *Chicago* *Detroit* *Los Angeles* *San Francisco* weekends on a job that turned out really fine—he'd send your wife a five-pound box of chocolates with a note you'd both want to frame.

But BBDO would be wrong to remember only the gentle side of Carl Spier. Even though it was Carl at his gentlest who wrote the greatest ad that ever came out of BBDO. Even though Carl Spier as scoutmaster and Sunday-school teacher and solid citizen is the most devastating refutation of the Madison Avenue image that BBDO has to offer.

The woods are full of gentle souls. The truth is, it's easy to be gentle and easy-going and inoffensive and ineffectual. Anyone can win for himself a nice, friendly, bland image.

The people who have made BBDO have been the uncompromising perfectionists, strong and gutty and dedicated, who haven't rested a minute in the battle to make perfectionists of the rest of us.

In the retirement of Carl Spier, we are losing one of the strongest and guttiest. And one of the most dedicated. #

Tips for the Production Man . . .

Do-It-Yourself Cold Composition

By Kenneth B. Butler

Despite all the tumult and shouting about the many and varied photocomposition machines, the most widely used form of cold composition in display sizes continues to be of the do-it-yourself variety.

I have reference, of course, to what is usually called "paste-up type." The term is something of a misnomer, for most paste-up types do not require pasting . . . but let's not waste time now examining the wacky terminology of the graphic arts industry.

There are a number of variations but in most cases paste-up type consists of alphabets imprinted on self-adhering acetate sheets. Letters can be removed from the backing sheet with a stylus, razor blade, or sharp knife and assembled as desired on your artwork, using a guideline for alignment. After assemblage, the letters are burnished down with a blunt tool and the guidelines removed.

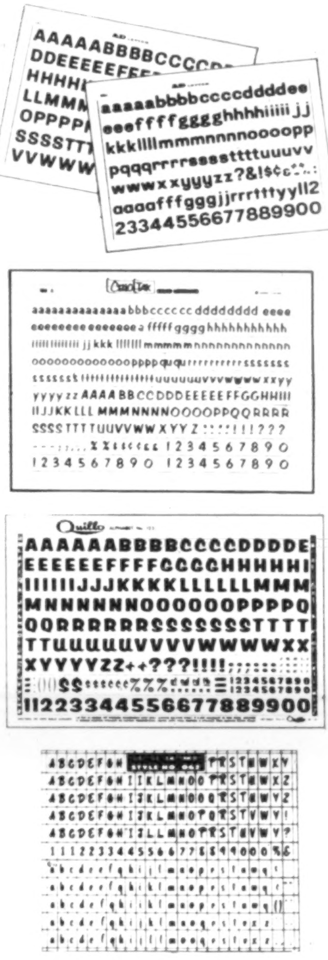
Certainly paste-up type is indispensable to the low-budget art department, for a short paste-up headline can usually be assembled and positioned on the finished art in about the same length of time required to paste a conventional type proof into place.

■ And there are other qualities which make paste-up type a handy tool to the production artist. Not the least of these is the fact that paste-up type can be easily assembled in curved, undulating, or askew arrangements as well as in straight lines. Similarly it is a simple matter to mix faces, and, considering the combined output of all producers, you can find almost any typeface or lettering style you want to use.

Moreover, since the acetate is usually transparent, paste-up type and lettering can be positioned directly on the surface of photographs or line art without obstruction. Still another advantage lies in being able to effect a pleasing visual spacing between such awkward letter combinations as PA, WA, OA, FA, LY, AT or LT.

■ Best known of the producers of paste-up type is Artype Inc., 127 S. Northwest Highway, Barrington, Ill. Artype's ever-expanding library includes a large assortment of standard typefaces, including the recent Craw Modern and Stop, often in a full range of sizes, as well as approximately 40 hand-lettered alphabets. The font distribution is generally logical, except in a few of the hand-lettered scripts, and the printing is sharp and smooth (which, I regret to say, is not true of several of its competitors). All alphabets are available either in black or white, the latter which is useful in simulating reverse plate work.

Most recent firm to enter the field is the Redi-Kut Head Lettering Co., 342 Plymouth Ct., Chicago 4. I have not yet had an opportunity to test the Redi-Kut line but an examination of its catalog reveals several quite handsome designs not previously available in paste-up form. One advantage of Redi-Kut is that the letters are (as the name would indicate) pre-cut so that they need only be lifted off the sheet and positioned on the layout. A disadvantage, particularly in the scripts where capitals are used sparsely, is the unrealistic font distribution, i.e., the ratio of lower-case "e"s and "n"s to other letters.



DISPLAY LETTERING—*Among the producers of paste-up type are, top to bottom; Ad-Letter, Cello-Tak, Quillo and Redi-Kut. Both standard typefaces and hand-lettered styles are available.*

■ Most unique of the newer entrants in the line is Prestype, available from 9605 Bulls Run Pkwy., Bethesda 14, Md. With Prestype there is no cutting at all; you merely position the master sheet over the desired spot on the layout, burnish lightly, and remove the sheet, leaving the letter transferred to the art. As of last correspondence, the Prestype line included only eight faces, five of them sans serif. Each, however, is available in several sizes and in four colors. The image is not quite so sharp as that in Artype but, in compensation, the product is applicable to a wider range of situations.

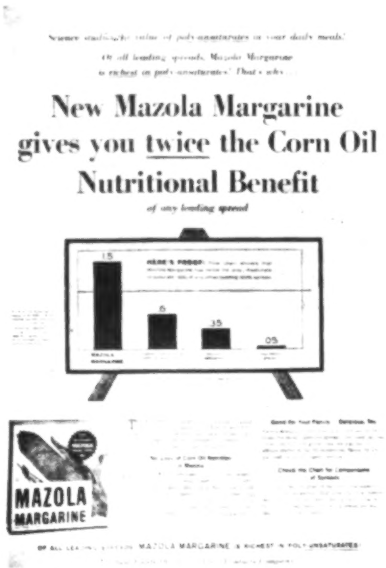
Another Johnny-come-lately is Quillo, produced by Advertising Aids Co., 57 S. 4th St., Minneapolis 1, Minn. Quillo's entire line consists of hand-lettering, and the capitals and lower case of the scripts are wisely offered on different sheets so that the user does not end up with a useless surplus of capitals. Another interesting feature is the inclusion in most Quillo fonts of alternate characters. One feature of which I'm not too fond, on the other hand, is that the stem and the cross of the lower case t appear separately, so that assembly time is increased. The print job, I should add, is first-rate and on a par with Artype. Available in several sizes but in black only.

■ Still another fairly recent addition is Cello-Tak, 131 W. 45th St., New York 36. Cello-Tak alphabets include both hand-lettering and some standard typefaces, among them Steelplate Gothic, Latin Wide, Murray Hill, Stencil and the Balle Initials. Font distribution is excellent, providing an adequate number of lower case "e"s. Also available are special sheets with groupings of frequent letter combinations such as an, ck, ch, ou, on, not, ies, ous and many more. Cello-Tak is, I understand, produced in black only.

Ad-Letter, manufactured at 332½ S. La Brea, Los Angeles 36, Calif., is devoted entirely to hand-lettering. When first issued several years ago, under the name, Cello-Lettering, I was impressed by the range of letter designs but found it difficult to use because it was produced with-

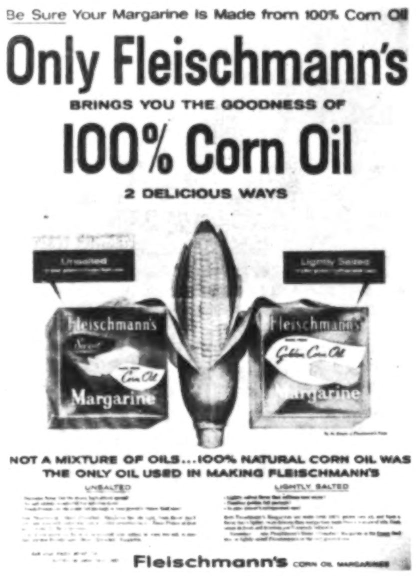
The Creative Man's Corner . . .

A Plea for Honesty



New Mazola Margarine gives you twice the Corn Oil Nutritional Benefit

MAZOLA MARGARINE



Be Sure Your Margarine Is Made from 100% Corn Oil

Only Fleischmann's

BRINGS YOU THE GOODNESS OF

100% Corn Oil

2 DELICIOUS WAYS

NOT A MIXTURE OF OILS...100% NATURAL CORN OIL WAS THE ONLY OIL USED IN MAKING FLEISCHMANN'S

UNSALTED

LIGHTLY SALTED

Fleischmann's CORN OIL MARGARINES

We believe advertising has reached a stage, and a size, where it must state and clarify its role in society. Is it justified in subordinating ethical and moral considerations to the promotion of sales? Or should it convey information about products in the strictest honesty, without even intent to deceive? The current controversy over advertising's "image," the increased activity of the FTC, speeches at Four A and ANA annual meetings, books like Packard's or Weir's *On the Writing of Advertising* are all, in our opinion, symptomatic of this unresolved question. Yet we wonder if the solution is as easily arrived at as one or the other school contends.

Consider these two ads on corn oil margarine. It seems to us each emphasizes its principal ingredient—corn oil—because of the widespread publicity given, first, to cholesterol as a contributing factor to heart disease and, second, corn oil as a deterrent to the formation of cholesterol in the arteries. However, neither ad mentions cholesterol by name. The FTC has seen to that—even though there is much evidence that corn oil *does* help reduce cholesterol.

Apparently, however, only *liquid* corn oil has this effect—as the Mazola ad tries to point out. "When corn oil is saturated with hydrogen (hardened), its special nutritional advantages are destroyed." As best we can determine, "special nutritional advantages" means cholesterol reduction.

Now let's take the Fleischmann ad. This says that only Fleischmann's is made from "100% corn oil" and urges you to ask your doctor about "the nutritional benefits" of Fleischmann's corn oil margarine. Why is the ingredient of corn oil played up so strongly? Would Fleischmann care to tell us?

Is Fleischmann trying to capitalize through implication on the supposed property of liquid corn oil in helping reduce cholesterol, even though it is not made from 100% *liquid* corn oil? If it is—and certainly this can't be proved in a court of law because of the double talk in the ad, for which the FTC is partly responsible—is the implication justified on the basis that it can induce lots of people to buy Fleischmann's? Or should the informed object to such implication as unjustified—on the basis that it trades on the public's willingness to believe whatever it sees in print?

Comments, anyone? #

WIN THE BIG ONES

How they won the ***big*** *one*

Pittsburgh Pirates' Bill Mazeroski after hitting 9th inning homer that took the 1960 World Series from the Yankees.

Concentrate where it counts, in the "A" markets

...where 41.4% of new car sales are made

In these *big* rich, decision-making markets and contiguous counties, American Weekly concentrates 86% of its circulation...and works better... more efficiently...more effectively than does any other magazine. Where network TV and national magazines "thin-out", American Weekly "thicks-in".

The American Weekly

OVER 1,472,000 READER RESPONSES IN ONE YEAR

THE AMERICAN WEEKLY · 65TH YEAR 1896-1961 · BEST READ SUNDAY MAGAZINE out guidelines, making alignment quite difficult to achieve. I see that they now have added guidelines, and that several of the newer alphabets are available in an adequate range of sizes. Font distribution sometimes leaves something to be desired; some, however, have alternate characters.

Para-Tone Inc., manufacturers of Zip-a-Tone, now has a line of Para-Tipe Alphabets, which includes both standard type and hand-lettered styles. I have not yet used this product, however, so can't comment on reproduction or font distribution. Address is 512 W. Burlington Ave., La Grange, Ill.

Then, of course, there is Craf-type, made by the Craftint Manufacturing Co., 1615 Collamer Ave., Cleveland 10, which is probably better known for its line of paints and miscellaneous graphic arts tools. While the Craf-type library is composed entirely of standard typefaces, it does include such honeys as Sapphire, Mademoiselle, Tea Chest, Libra, Profil and Riccardo, to all of which Craftint appears to have exclusive reproduction rights. Font distribution is excellent and print quality is usually good. Craf-type is available in both black and white.

I have not had occasion to use Add-a-Type, which is sold by Arthur Brown & Bros. Inc., 2 W. 46th St., New York, largely because its library appears to consist principally of the more conventional typefaces and my own projects have generally called for something more flavorful. Reproductions in the Brown catalog, however, indicate that font distribution is satisfactory.

Fototype Inc., 1414 Roscoe, Chicago 13, manufactures a true paste-up type. The alphabets are printed on pre-cut squares which are assembled in a special stick not unlike that used in a composing room, taped together and then pasted onto the layout. Fototype has recently added alphabets printed on transparencies, but the method of assembly remains the same. The process is a little complicated for my taste, but I know others who swear by it. Both hand-lettering and standard typefaces, among them Murray Hill, Latin Wide and Adastra, are available.

Most of the above, incidentally, also manufacture shading screens and ornaments, also imprinted on acetate. #

Tyler Picks Ten for December . . .

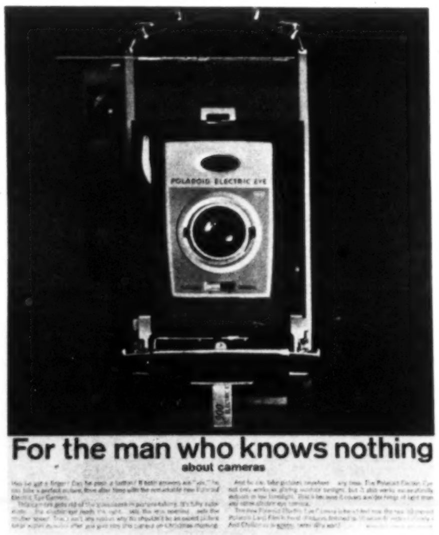
Ad Makers: Walk That Tightrope, Don't Topple into Dullness

By William D. Tyler

What makes the creation of great advertising so extraordinarily difficult, is that it must be an adroit blend of so many opposed talents and abilities. That's because the same ad not only has to appeal to widely different groups, but also it must appeal to various facets of each individual's nature. It must appeal both to his emotional, imaginative self, and to his practical, nononsense side.

William D. Tyler

In the arts, no such obstacle course confronts the creator. His is a free-flowing outpouring on a subject of his own choosing. An ad, however, cannot be *too* clever, *too* sincere, *too* profound, *too* arresting. It must be bright enough to attract the apathetic, but not so bright as to frighten off the sophisticate. It must sound mature without sounding heavy. It must not be too stilted nor too folksy. It must talk simply and plainly, but beware the trap of dullness. Now that I think of it, why did I ever get into this business?


For the man who knows nothing
about cameras
POLAROID ELECTRIC EYE

Polaroid

Polaroid Land Cameras

One of the best gift headlines of the season was the one for Polaroid: "For the man who knows nothing about cameras." This should certainly appeal to most wives, and go over the heads of most husbands. "Has he got a finger? Can he push a button?" are the only qualifications Ed Vellanti's copy places on the prospective user of this item which is referred to in a companion ad as the "goof-proof gift." This latter phrase unfortunately served as the headline of a Paper-Mate ad in concurrent issues. Art director was Doyle Dane's William Taubin.

Clairol Creme Toner

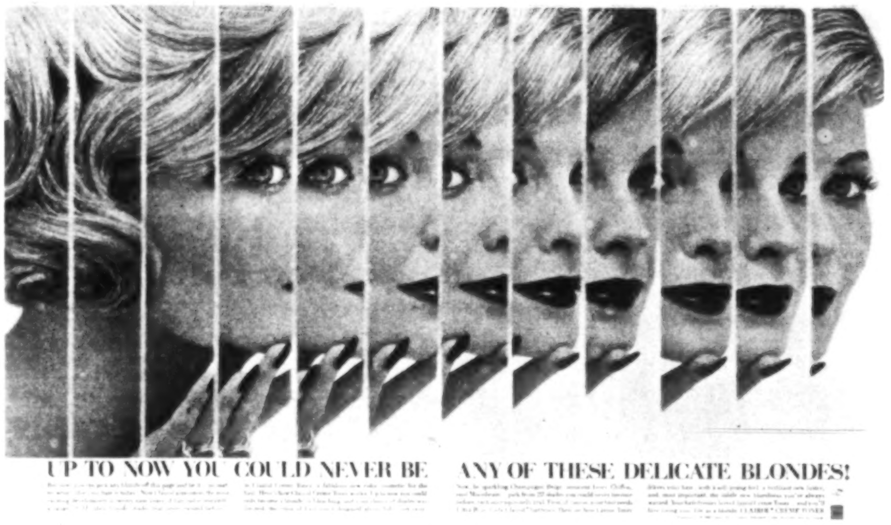
The world of hair coloring products has become both crowded and confused. Whether this new Clairol entry has merit, we would be hard put to say. But at least its advertising presentation is exciting and different. The copy theme is that up to now, if a girl wanted to become a blonde, she had little choice of shades. Now she has her pick of 22. Bert Steinhauser's layout makes the most of this idea, lets a woman shop through a wide range of blondishness. Concept was Carole Anne Fine's of Doyle Dane Bernbach.

Marion Harper & Sons

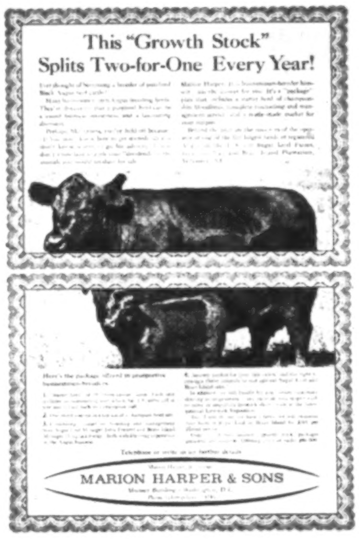
McCann-Erickson's Marion Harper Jr., as you may have read, enjoyed a highly successful sale of his pure-bred Angus stock recently. One reason may have been the effect created (watch that word!) by an ad he ran in the *Wall Street Journal*, headed, "This 'Growth Stock' splits Two-for-One every year!" Kenje Kobeyachi's layout employed a bank-note border, and Merrill Gregory's copy suggested to investors that here was a money-maker that was also "a fascinating diversion." Ad offered a "package plan" including a starter herd for prospective breeders, plus free advice and a modest rental for the farmless prospect. Good ad.

Sweco Vibro-Energy Mill

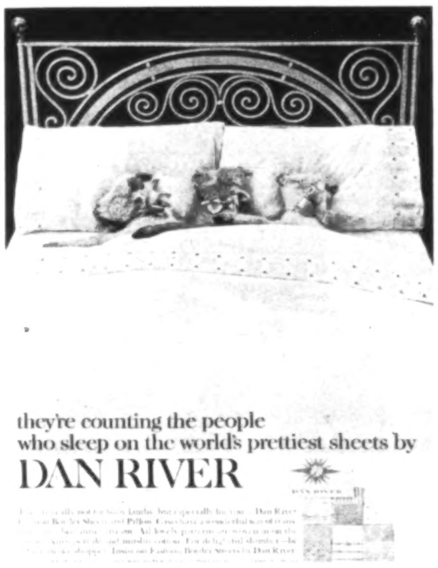
An industrial ad that has attracted a lot of attention is this one for a new kind of mill that grinds exceedingly fine. The tiny arrow in the headline points to an almost microscopic speck. That this can be


UP TO NOW YOU COULD NEVER BE ANY OF THESE DELICATE BLONDES!

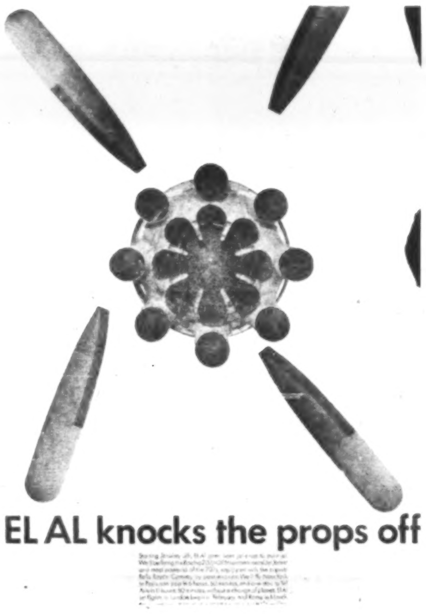
Clairol


This "Growth Stock"
Splits Two-for-One Every Year!
MARION HARPER & SONS

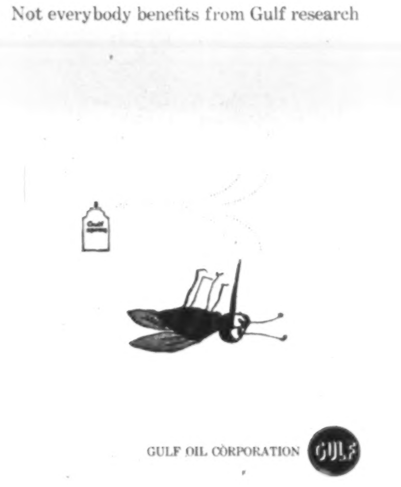
Harper & Sons


they're counting the people
who sleep on the world's prettiest sheets by
DAN RIVER

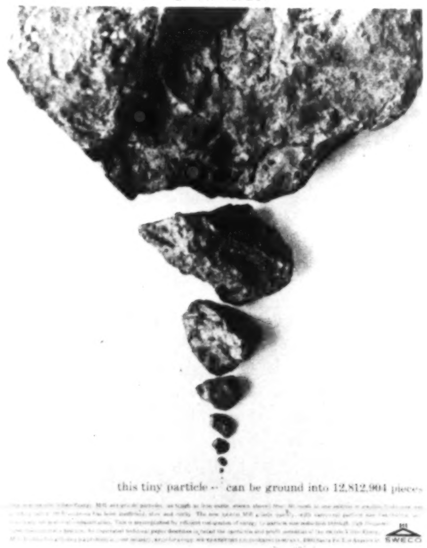
Dan River


EL AL knocks the props off

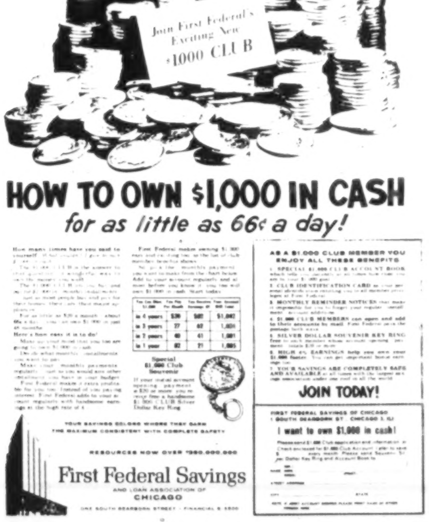
El Al Israel


Not everybody benefits from Gulf research
GULF OIL CORPORATION
GULF

Gulf

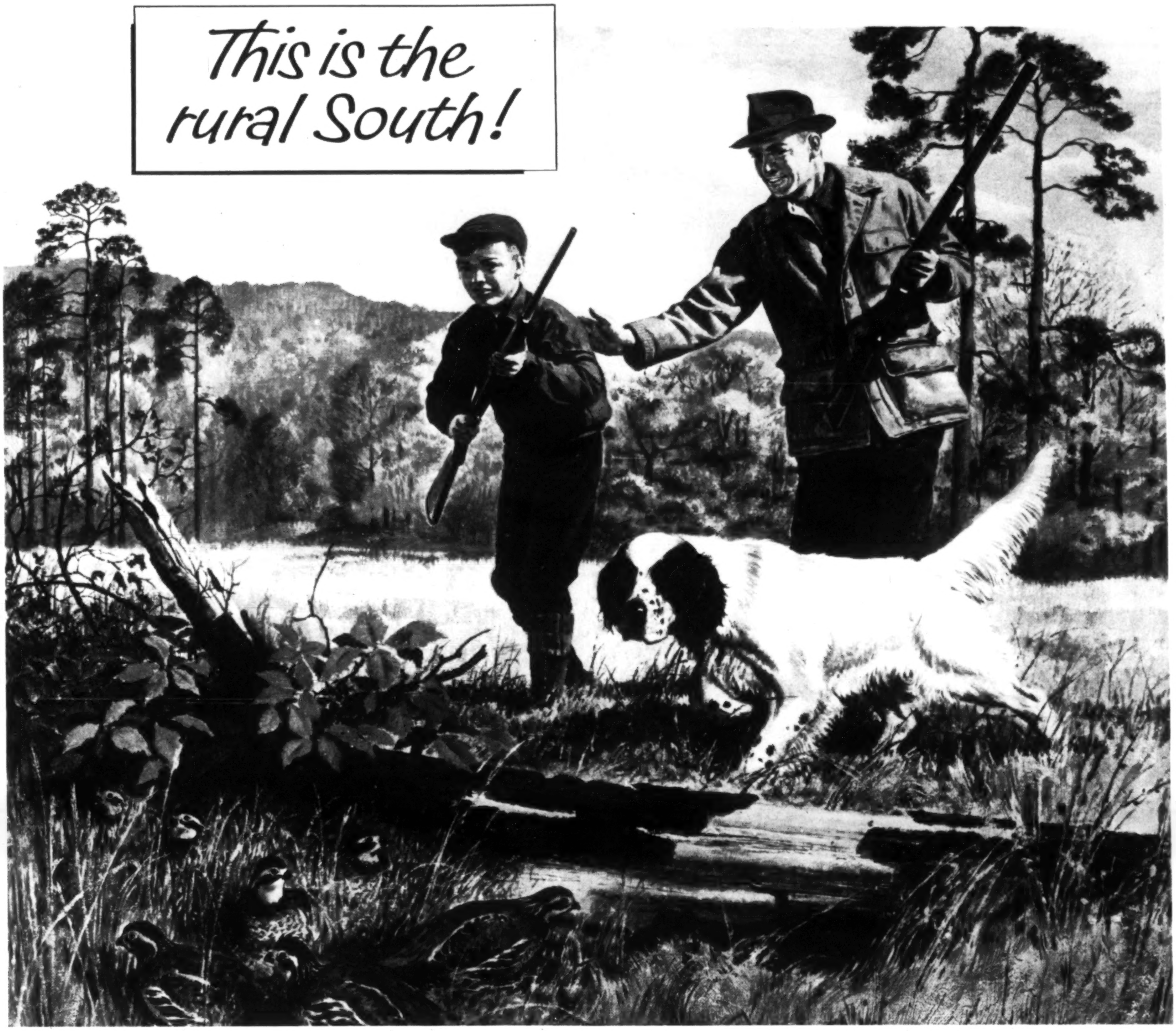

this tiny particle → can be ground into 12,812,904 pieces
SWECO

Sweco


Join First Federal's Exciting New $1000 CLUB
HOW TO OWN $1,000 IN CASH
for as little as 66¢ a day!
AS A $1,000 CLUB MEMBER YOU ENJOY ALL THESE BENEFITS
JOIN TODAY!
I want to own $1,000 in cash!
First Federal Savings
AND LOAN ASSOCIATION OF
CHICAGO

First Federal

This is the rural South!



Where Hunting is a Way of Life

Father and son out hunting is a big part of family living in the rural South. And in the South's pleasant, year 'round climate, this family recreation spans all seasons... creating a huge market for guns, ammunition and other hunting equipment.

In Progressive Farmer families alone there are over 1½ MILLION hunters...not to mention 2¼ MILLION fishermen! And, amazing as it may seem, this big outdoor market is virtually exclusive to The Progressive Farmer. Outdoor Life, Sports Afield, and Field & Stream combined *miss 96% of* Progressive Farmer subscribers.

Sales to Progressive Farmer families top the national median in many product lines. For example, Progressive Farmer families buy, on the average, *3½ times* as many guns as the average U.S. family. They fire 445 million rounds of ammunition each year! So, if you are aiming at Southern sales—for any product used in the home or on the farm—consider The Progressive Farmer. You sharpshoot at 1,408,000 subscriber families...over 5,770,000 readers. You can't miss with The Progressive Farmer!

More than 5,770,000 READERS in the 16 Southern States

THE PROGRESSIVE FARMER

Advertising Offices: BIRMINGHAM • RALEIGH • MEMPHIS • DALLAS
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

ground into over 12,000,000 pieces is hard to disprove, because who's counting? The miracle is accomplished by high-frequency, three-dimensional vibration, as you no doubt know. This imaginative and dramatic presentation is the idea of Charles Bowes Advertising, Los Angeles. Art direction was Douglas Kennedy's.

Dan River Mills

This doesn't pretend to be a great ad, but the gag of putting sheep to sleep by counting people is both engaging, and relevant to the product advertised. Fashion advertising has grown to depend too much on the art director's ingenuity at coming up with eye-stopping props or effects, rather than on someone having an idea. This idea was supplied by Grey's Joan Usoskin and laid out by Hal Oringer.

El Al Israel Airlines

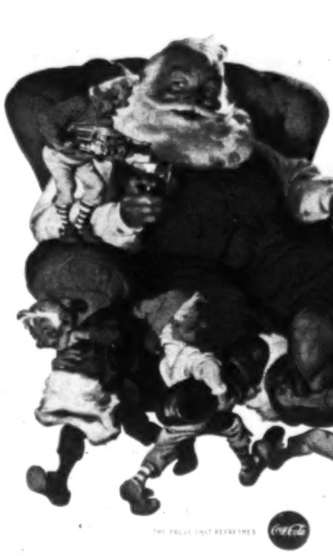
This fine advertiser is back in again with a full newspaper page to announce its conversion to pure jet. If this headline and illustration doesn't say just that, and faster than a straight announcement would, I'll eat it. Not only does it deliver its message fast, it does so in a way that makes friends, and makes you remember what you've read. Dave Reider's copy is straight timetable, no tricks. William Taubin of Doyle Dane Bernbach was the art director.

Gulf Research

Gulf has been running a highly visible series of poster-type magazine ads extolling its research, its progressiveness, its products. Each makes a single point, and makes it in a most interesting manner. What the over-all effect of the series is, I have no idea, but the individual ads are good. This one shows a dead bug under the line, "Not everyone benefits from Gulf research." Idea was Young & Rubicam's Al Hampel, layout by Roger Mader. Product is Gulf Spray.

First Federal of Chicago

Don Manchester of Manchester & Kreer has applied the principles of mail-order copy to the highly unlikely subject of a savings account promotion for a savings-and-loan association. He calls it the "$1,000 Club" and each new "member" gets a silver dollar key ring and a membership card. Ad headline: "How to Own $1,000 in Cash for as little as 66¢ a day!" Hard selling copy: "How many times have you said to yourself: 'What wouldn't I give for $1,000 in cash?' Now you can buy $1,000 in monthly instalments." Copy points out that this differs from other instalment payments in that you *get* interest instead of paying it. A record-breaking number of new savers has been attracted by this fresh new approach. George Svestka and John Lueders are responsible for copy and art.



Coca-Cola

Coca-Cola

Many advertisers commission their agencies each year to prepare a "Christmas" ad, meaning one whose purpose is to gain good will through a public service stance or gesture. Winner by several lengths in this category this year was Coke with the most charming Haddon Sundbloom illustration of Santa Claus and his helpers that has come along in years. It was painted to Herb Noxon's layout of McCann-Erickson, whose idea it was. So often ads of this sort seem to say, "Look who's being big-hearted." This one doesn't. The signature is handled in perfect taste. Not big enough to be obtrusive, not small enough to be missed.

PARIS
PARIS STRETCH BUCKLES
This Paris Stretch Buckle will still be live and kicking long after your pants are old and frayed

Paris Buckles

Headliners

For an expression of durability that has some go to it, I submit the one Larry Silverstein, ad director of A. Stein & Co., wrote: "This Paris Stretch Buckle will still be live and kicking long after your pants are old and frayed."

To the woman who could weep because her skin beauty is drying out...
Revlon 'MOON DROPS'

If time is showing far too soon on your face ... If you've tried creams and moisturizers with only fleeting results (and a bit of despair) ... you'll surely want to know why.

You see, after 25 ... more and more ... the skin that needs moisture most can hold it least. Some formulas do little more than sit on your skin; keep it smooth and moist for a while. But moisture, alas, evaporates.

When it goes ... back come the lines and dryness. And the despair! *But 'Moon Drops' works in its own special scientific way.* It helps store up and *hold your natural moisture inside.* This inner flow helps *keep your skin misty-moist.* And, like plumping up a pillow, it fills out little lines and creases! With 'Moon Drops', there need never be a dry spell for your skin. Years without tears? Indeed.

Revlon

■ One which selects its market as unerringly as a knife thrower tags his quarry: "To the woman who could weep because her skin beauty is drying out." This was for Revlon's Moon Drops and was written by Estelle McBride of Grey. ≠

Learning from the Retail Ads . . .

A Good 'Institutional Ad' for Food Stores

By Clyde Bedell

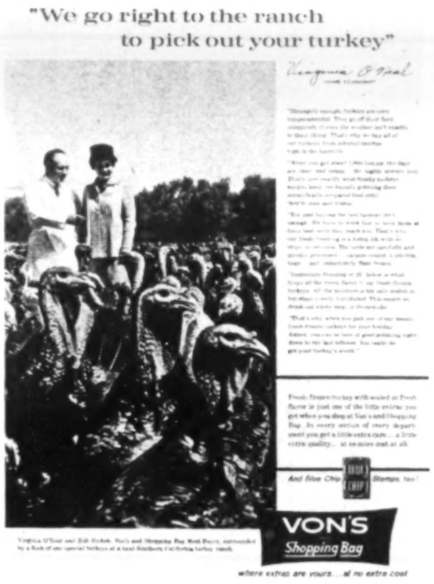
Here is an ad that must have had high readership in a Sunday newspaper magazine. Far more food businesses should do a good "institutional" selling job in connection with specific departments or services. Since food stores cannot do much to make Hills Brothers coffee or Ivory Flakes sound better from their shelves than from the shelves of their many competitors, their great opportunity for competitive advantage in advertising lies in the service they can render and in the favorable impressions they can create through ads such as this.

It is impossible for me to look at good ads without measuring them against standards that have been proved important and effective. Therefore, I feel under a compulsion to say that two simple devices might have made this good ad considerably more potent in its cutting or selling edge.

First, the store should have issued, at the end of this ad, a warm and urgent invitation to the reader to buy these select turkeys. It is not enough to say, "That is why, when you pick one of our meaty, fresh-frozen turkeys . . . you can be sure of good gobbling . . . " This is an expository declaration, not an invitation.

■ It is a surprising thing that a merchant who met a friend on the street and, in the course of conversation, talked to him, or answered questions about merchandise—under these circumstances, would not turn on his heel and walk away upon completing his little discourse—will do it in the newspaper. The natural thing, under the circumstances, for a merchant to do is to conclude his little discourse by saying, "But come on in and see what we have— . . . we'll be glad to help you." Or something to that effect.

In the newspaper, the advertiser figuratively taps the reader on the shoulder, saying: "Pardon me a moment . . . I want to talk to you about fishing rods, or automobiles, or turkeys." Then he talks and, figuratively, discourteously turns on his heel and walks away.


"We go right to the ranch to pick out your turkey"
Virginia O'Neal
And Blue Chip Stamps, too!
VON'S Shopping Bag
where extras are yours ... at no extra cost

An invitation should always be extended in an ad like this. The merchant should ask for business.

The second thing that would help this ad would be a more direct selling use of the larger type copy between the heavy lines. It says, "Fresh-frozen flavor is just one of the little extras you get when you shop here." The ad has said that these are only the "*best*" turkeys, and that they are kept "at their best," and that "all the moisture is sealed in and stays evenly distributed," and more. I can't see that the money spent on the ad is spent justifiably to say such things if the story is to retreat and to be minimized in the final paragraph as "just a little extra."

Either the ad is justified and true, or it isn't. If it is, then the final copy might say, "Fresh-frozen turkey with sealed-in fresh flavor is one of the important extras you get at no extra cost when you shop at . . . "

BIZ QUIZ

Answers to the questions on Page 86.

1. **False.** Network tv, spot tv, network radio and spot radio garnered $1.5 billion from national advertisers. Total for magazines, newspapers, business publications and Sunday supplements was well over two billion.
2. **False.** Tv grossed from time sold to national advertisers $680,000,000 for network shows and $650,000,000 for spots. It was an increase of 10% for network tv and 6% for national spot tv.
3. **True.** FCC reduced option time from three hours to two and a half, thus loosening some of the control networks previously had over prime time.
4. **True.** About a million more radios were bought for homes and another million more for cars than in 1959.
5. **True.** For the third year in a row **The New York Times Magazine** was first in advertising linage among all magazines.
6. **False.** **McCall's** broke the 7,000,000 barrier with its December issue. (**Ladies' Home Journal** and **McCall's** both reached 6,000,000 some time ago.)
7. **True.** **Kansas City Star** sold 670,444 copies daily. (Catch: It has both morning and evening editions.)
8. **False.** Chrysler moved $33,000,000 in billings (most of it to BBDO), while Shell's change to Ogilvy involved $12,500,000 and Pepsi's switch gave BBDO another $11,500,000.
9. **False.** During his campaign John F. Kennedy told Advertising Age, "I do not advocate a tax on advertising."
10. **True.** Michigan State University, for one, reported that there were about four job openings for every student who had majored in advertising.
11. **False.** Managers of 139 brokerage offices were polled on 1960's biggest news stories and voted in this order: Gold outflow; business slowdown; credit-easing moves; stock market dip; steel collapse.
12. **True.** Personal income in New York state went up from 1959's $45 billion to $46 billion and the other 49 states also posted increases.
13. **False.** It did not happen in 1960 but by Dec. 31, 1961, California expects to have 78,600 more households and $1 billion more in retail sales than New York.
14. **True.** U. S. merchants sold about $220 billion, 2% above the previous year, for a new record.
15. **False.** Montgomery Ward, Aldens and Spiegel cut prices 2% to 5% in their mid-winter sales catalogs. Sears Roebuck also reduced many of its prices.
16. **False.** Chevrolet's production of 1,614,744 exceeded the total of Ford, Falcon and Thunderbird by 108,506. Corvair gave General Motors another 258,039 units.
17. **False.** They all declined from 1959 figures. Only major appliances with gains were dish-washers and dehumidifiers.
18. **True.** 475.5 billion cigarets were sold and filter tips represented 52.4% of the over-all market.
19. **True.** Pennsylvania Railroad, No. 1 carrier in revenues, operated at a loss. It was only the second year of loss in Pennsy's 113-year history and it typified U. S. railroads' plight.
20. **False.** Merchandise sales abroad reversed a two-year slump and exceeded $19 billion. This gave us a favorable balance of trade in excess of $5 billion.

One of a series of comments on Metropolitan Oakland as a market by advertising agency executives.

Across the bright pattern of America's economic fabric, certain areas have particular brilliance. Metropolitan Oakland is one which catches the eye of every astute marketer.

Automobile registrations and industrial and residential construction are two important indices of economic strength and in these, Alameda County leads the entire Bay Area.

This specific leadership is extremely meaningful to MJ&A because of our representation of Pontiac, Cadillac, Tempest and Vauxhall, and clients in the building field such as The Dow Chemical Company, Alsynite Corporation of America, Briggs Beautyware, BullDog Electric Products, Berry Door and others.

One sentence from a recent report by our Marketing-Research-Media Department sums it up, I think, very well:

"With its steady and continued growth, Metropolitan Oakland (Alameda County) is now No. 1 in population in all of Northern California."

ERNEST A. JONES, President
MacMANUS, JOHN & ADAMS, INC., Bloomfield Hills, Mich.

YES, it is important to recognize Metropolitan Oakland's commanding size as a market. It is equally important to remember this fact:

ONLY THE

Oakland Tribune

COVERS METROPOLITAN OAKLAND*

Greatest Home Delivered Circulation in Northern California

National Representatives:
CRESMER & WOODWARD, INC.

GO BIG.. BE BIG
In the TRIBUNE...

*Two out of three of the more than 250,000 families in Metropolitan Oakland (Alameda County) are Tribune subscribers

Member Metro Sunday Comics Network

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Creativity in New Shell Ads Is Backward—Ignores People, Kidder Says

To the Editor: Re: Shell and Ogilvy.

Bulletin: Marion Harper says the financial setup has moss on it. Bud Kidder says the creative approach has cresyl-diphenyl-phosphate in it.

A marketing program so highly touted is bound to draw lots of comment. I would like to throw in my 2¢ objectively and fearlessly—and early—for whatever it may be worth.

I have seen the first three Shell ads (stet copy). Here is fine craftsmanship. Open layout. Benefit up front, paid off in copy. Technical stuff in lay analogy. "Bulletin" to pique newspaper immediacy. All the experts had a hand in this. All the experts except the most important one—the *people* expert.

For this advertising ignores a basic reckoning: Shell's eagles are motorists' mosquitoes.

Surely the old m/r ground was trod. Gasoline as a product class rates at the low end of the interest scale. About additives and processes—none of which can be seen or felt really—most motorists couldn't care less.

JWT came to grips with this in unabashed hyperbole, embodying the hose-wrestling guy and caricatured auto on the "Most powerful gas . . . cars love" theme. This approach was referred to as underestimating people's intelligence. (I'm not so sure.) I believe OB&M's all-the-facts approach 'way overestimates people's interest in gas and what can ever be said straight to build on it. All that space for all that copy can only be the result of looking at the product through the refinery pipes. Certainly not through people's eyes.

Creative thinking is backwards. It is from product to people—instead of from people to product.

For OB&M the Shell opportunity is a turning point. Work has been classic for clients like Schweppes, Rolls, Steuben. Perfectly attuned to a market—the carriage trade. Now for the pool-hall crowd.

I worry that I may sound like a wise guy in this. Actually I am humble before the tremendous job advertising has to do—but convinced along with many others that selling must be simple, meaningful ideas freshly and personally expressed. This is no easy task. Pure erudition and insulated artistry can get in the way. The real arrogance is ignoring people.

What this creative thinking needs is a people transfusion.

Inject life and blood. Set up rapport. Build a bridge to people's feelings. Make the Shell colossus and its product surface in human terms. Do this with interrupting ideas, a twist.

The triteness of this exhortation is exceeded by only the universality of its truth.

Burnett comes out great person-to-person for peas.

Ogilvy can do it for gas.

About 95% of the campaign is left. Let's see.

Amos M. Kidder III,
Alpine, N. J.

• • •

Shurfine Ad in 'SEP' Differed in Aim from Green Giant Ad

To the Editor: . . . Concerning James D. Woolf's remarks in the Dec. 12 issue of ADVERTISING AGE regarding our "Desperate Attempt to Be Creative":

I thank him for finding our color page *Saturday Evening Post* ad for our client, Central Retailer-Owned Grocers Inc., "unique . . . original . . . unconventional."

However, his comparison of this advertisement featuring C.R.O.G.'s Shurfine label with similar space for Green Giant peas was a comparison of completely unlike entities . . . each with different purposes, different contexts of effort, different modes of distribution and completely different reasons for being.

The Green Giant copy, which I have long admired, was one ad of many devoted to selling Green Giant quality.

The Shurfine page was, on the other hand, a once-a-year regional shot in a national magazine, primarily to announce an annual selling event taking place in approximately 5,000 independent retail grocery stores whose *only* common denominator to the public is their controlled label, Shurfine. This ad was not designed to sell, as such, Shurfine peas or preserves, or any specific one of the more than 100 items under the Shurfine label.

If you will, this was a retail ad—to bring attention to, and to relate to a specific retail promotion then in progress at C.R.O.G. member stores and to accrue for the Shurfine label the promotion and for our retailers the benefits of association with one of America's leading weekly magazines.

No, this ad was not designed to sell Shurfine peas, but to help—along with hundreds of retailer meetings, thousands of lines of retail newspaper copy, radio and television spots, handbills, bag stuffers, display kits, all featuring the "twins" theme—to help sell the promotion. The promotion sold the merchandise.

In fact, I do not think that Mr. Woolf nor anyone at the agency or the Green Giant Co. can tell me how many cans of Green Giant peas were "sold" by the particular ad he held up.

In 12 shopping days from Oct. 26 to Nov. 5, the Shurfine Carnival promotion of which our "desperate" ad was a part, sold at retail more than $6,000,000 in Shurfine labeled merchandise—in an area accounting for less than 40% of the circulation of *The Saturday Evening Post*—and included many thousands of dollars' worth of Shurfine Early Harvest peas.

Mr. Woolf mentioned that our ad "broke every rule in the book." Peas nor any other food product aren't sold in the book, Mr. Woolf, nor in the magazine. They are sold in the buyer's office and in the retail store. A fact unfortunately realized by too few advertisers and their "creative" people . . .

John B. Norman,
President, Norman, Navan, Moore, Marineau & Baird, Grand Rapids.

• • •

Bea Adams' Comments Were 'Wittiest,' Roy Durstine Says

To the Editor: "Let Nothing You Dismay" by Beatrice Adams of the Gardner agency in St. Louis is, to my mind, the most welcome, wittiest, perceptive, penetrating and hilarious comment on the advertising landscape as it looks at the end of 1960 that has lightened up the pages of your publication or any other.

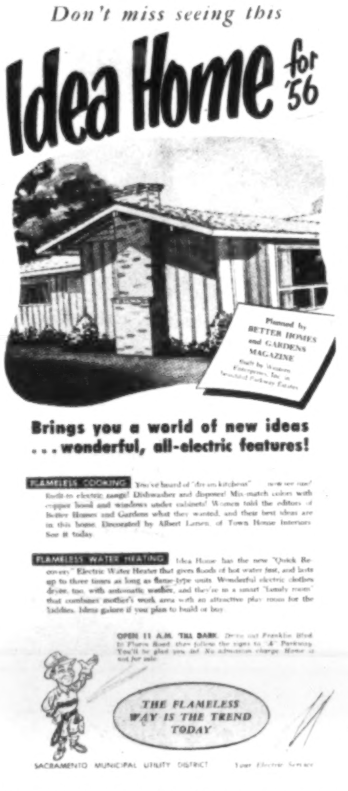
Why don't you sign her up for a regular series of pieces? After looking at the front page of your issue of Dec. 19 and some of the inside pages, too, I believe she is precisely what this advertising business needs.

Happy New Year to her for writing it and to you for printing it.

Roy S. Durstine,
Roy S. Durstine Inc., New York.

West Coast Agency Used 'Flameless' in Ads in 1956

To the Editor: We fully share William D. Tyler's appreciation of the fine ad on electric heat by Edison Electric Institute (AA, Dec. 12) and were particularly pleased to note his opinion that the use of the word "flameless" constituted "a devastatingly effective appeal." You may be interested in some of the enclosed proofs indicating major use of this appeal by our client, the Sacramento Municipal Utility District, in campaigns dating back to 1956 and before. You may be particularly interested in selected proofs from a "Flameless Cooking Jamboree" campaign conducted by the Utility District last spring. We fully agree that the word "flameless" puts the finger directly on a very significant "product difference."


Don't miss seeing this

Idea Home for '56

Planned by BETTER HOMES and GARDENS MAGAZINE

Brings you a world of new ideas . . . wonderful, all-electric features!

FLAMELESS COOKING

FLAMELESS WATER HEATING

OPEN 11 A.M. 'TIL DARK.

THE FLAMELESS WAY IS THE TREND TODAY

SACRAMENTO MUNICIPAL UTILITY DISTRICT

It's nice to see that Madison Ave. endorses our local use of this theme.

Robert S. Chapin,
Chapin-Damm Advertising, Sacramento.

• • •

Long-Term Prognostication Possible, He Tells Weiss

To the Editor: For several years I have been edified by the outgivings of E. B. Weiss, but since reading his column on prognostications (AA, Dec. 26) I realize that when he says anything intelligent it is just a case of the blind hog rooting up an occasional acorn.

So the fact that Federal Reserve Board economists are happy to look only three weeks ahead proves that it is impossible for economists in any other sector to look ahead six months?

Well, Mr. Weiss, when he wants electricity in Scarsdale or Lake Bluff, presses a switch and gets it—at the end of a decade in which a vast increase in population was concentrated in almost exactly half the counties of the U.S. It takes three years to build a power plant; how come the kilowatts are so efficiently where the people are, if *nothing* can be predicted more than three weeks ahead?

The Federal Reserve *works* in periods of weeks. Within two weeks the reserve position of member banks can move up or down by $1 billion. That is $6 billion in lending potential—compared with all bank deposits, as big a move as a shift in the Federal Reserve Index of three points or more. Mr. Weiss will go most of a lifetime before he sees a three-point move in the FR Index, in two weeks, barring a war or a steel strike or some similar catastrophe that signals itself a good way ahead.

Perhaps all economists are damned fools. I am sure I follow them as closely as does Mr. Weiss, and I think his 98% wrong estimate is simply untrue. But he is as ridiculous in resting his case on the Federal Reserve Board person's remark about three weeks ahead as he would be if he said:

"Anyone who secures the tiller and the sheet on a sailboat in a fresh breeze can't go half a mile without capsizing. So don't tell me a ten-story-tall balloon is circling the earth 300 miles in the air."

The statistical economist who gives a *figure* for the GNP does so because he works with grand averages, and correlations of figures produce other figures. He would tell Mr. Weiss he knows he is expressing an inexact concept with an exact one, but Mr. Weiss couldn't understand.

Otherwise, have a good year.

Hal Taylor,
Teaneck, N. J.

• • •

He Waters Down His Aspirin A-Plenty, He Says

To the Editor: I would like to answer Roger Combs' absurd outburst over Bayer aspirin advertising ("Voice of the Advertiser," AA, Jan. 2). He asks, "Who the hell ever takes more than a swallow or two of water when he takes aspirin?" The answer: People like me who hate aspirin. We do it because (1) we want to make sure the damn thing is really down, and (2) to rinse any last trace of the stuff out of our mouths.

I do agree that this type of advertising insults the intelligence of all but the feeble-minded but fail to see why Mr. Combs is reacting.

Jefferson Chase,
Assistant Sales Promotion Manager, National Starch & Chemical Corp., New York.

• • •

'American Automobile' Ended 1960 with 1,802 Pages

To the Editor: In ADVERTISING AGE [Dec. 26] you carried a story on the international magazines at McGraw-Hill and the statistics on advertising pages were apparently not for a full year.

The automotive publications in 1960 finished ahead of 1959, and I thought you might like to have the correct figures.

In 1959, *The American Automobile* and *El Automovil Americano* combined carried 1,792 pages. In 1960 they carried 1,802. Your article stated "They closed 1960 with 1,621 pages." Whoever prepared the statistics is in error.

John E. Slater,
Publisher, *The American Automobile*, New York.

• • •

Simple Sell for Shave Cream Would Sell Him

To the Editor: It was interesting though somewhat revolting, to read of the fake tv commercials of Rise [shaving cream].

Years ago I knew a highly successful coffee salesman. He had a southern accent; he traveled in the North.

His sales presentation: "Ah got a good line of coffee. Folks like it. I allowed as how you could sell a lot of coffee. I've got a good price. The can looks good, and people like this coffee. They don't never complain about it. It's fresh. Seeing as how you could sell a lot of it I came to see you." And he sold coffee.

If some shaving soap manufacturer advertised like this: "This is a good shaving soap. It softens up your whiskers rather fast. The razor cuts better when they are soft. We don't think it's a lot better than any other shaving soap but we'd like to have you buy ours"—I'd buy it.

I have never cared for "lanolin." I don't even know the formula of the steel used to build my car. All shaving soap does is hold the H_2O on my face until it soaks in the whisker—as far as I know.

Advertising needs but one thing, it has to be made believable again.

Bert Farrell,
Bloomington, Ill.

• • •

If Ad Is Like Competitor's, Confusion May Cost a Sale

To the Editor: Of late we have been stopping and reading two similar campaigns from two different companies who make similar products.

These are the Gerber and the Heinz baby foods people. Both companies have made use of those wonderful heart stealing baby pictures to attract their readers. Both companies have utilized the institutional informative copy approach.

Gerber's does it by introducing Mrs. Dan Gerber, mother of five, who gives hints under the title of "Bringing Up Baby." Heinz does not use a personality but editorializes the ad with a line at the top reading: "An information-packed article about your baby's care, feeding, growth and fun." But basically both campaigns go on to give the mother worth while information on the care and development of her child. Both campaigns tie in the use of their products as aids in this development.

Both campaigns are extremely well written and art directed. Both are fine examples of the consumer service advertising *can* perform. But we wonder why the similarity?

We believe that this similarity of campaigns, their appearance at the same times in the same media is a sales detriment to both companies. In over-all feeling both ads are the same. How does the mother remember when it really counts: At the point-of-purchase? For example, is she more impressed with the Gerber ad and at the food store think it was Heinz she was reading about? Consequence: Gerber loses a sale it should have had.

The baby foods business is very competitive. Consequently ad campaigns should strive to be unique in their approach to keep customers and gain new ones. Ads certainly shouldn't give your competitor, through mistaken identity, a sale that should have been yours.

Joel B. Stein,
Vice-President, Advertising Associates, New York.

• • •

College Degree No 'Open Sesame' to Ad Success

To the Editor: The front page story in your issue of Dec. 26, regarding Sydney R. Nemarow's suggesting that advertising agencies should be licensed by some sort of a government or industry board, is both appalling and frightening.

No doubt the criteria Mr. Nemarow has established are set at the minimum to take care of all members of his organization, but I am wondering if some other agency man who wanted to build a fence around the industry might not set the rules so that Nemarow himself could never have been able to enter the agency field.

Some of the most creative advertising men, and most ethical, I have known in 28 years in the agency business had no college degrees at all, and I believe that ad-

50 CENTS
AMERICA'S TEEN-AGE MAGAZINE
seventeen
JANUARY 1961
your stamp of FASHION
hear your HEROES
Shelley Berman
Ralph Bunche
Carl Sandburg
Chet Huntley
Dave Brubeck
from BOYS I'VE DATED
contest winners: STORIES and ART

HOW'S YOUR "UNDER-20" VISION?

Advertisers with "Under-20" vision are getting the New Year off to a *buying* start. With their sights set on the big, booming Under-20 Market, they're going right to the heart of it in SEVENTEEN—*the one magazine that covers the $4.8 billion market of 9¾ million Young Women Under 20.* SEVENTEEN and its readers are devoted to each other. And their mutual understanding generates amazing buying action. No wonder SEVENTEEN has topped all monthly magazines for women in advertising linage for the past 8 years!

it's easier to START a habit than to STOP one!

SEVENTEEN MAGAZINE, 488 Madison Ave., New York 22 · PLaza 9-8100

buying habits start in... seventeen

LEARN HOW **SEVENTEEN's** UNIQUE SISTER PUBLICATION, **SEVENTEEN-AT-SCHOOL,** CARRIES YOUR ADVERTISING INTO HIGH SCHOOL HOME ECONOMICS CLASSROOMS.

MANAGEMENT READERSHIP SURVEY SHOWS...

Advertising in The CONSTRUCTOR is read by 90% of construction executives!

"Do you read the advertisements carried in The CONSTRUCTOR?"

	PERCENT OF TOTAL
YES	88.8
NO	8.3
NO ANS.	2.9
	100.0

The survey was conducted among the members of The Associated General Contractors of America—who annually perform the great majoriy of the nation's contract construction.

For a complete report on all the valuable information gathered in this new survey, send for your *free* copy of the 16-page booklet, "Management Readership Survey."

The CONSTRUCTOR

OFFICIAL PUBLICATION OF
THE ASSOCIATED GENERAL
CONTRACTORS OF AMERICA

20TH AND E STREETS, N.W.
WASHINGTON 6, D. C.
EXECUTIVE 3-2040

vertising would have been the loser if someone had kept them out of the industry. Advertising is more in need of people with natural creative talent today than it has ever been, and although there is no question that college training in journalism, English, economics and/or sociology might make a creative person more effective and more efficient, they are not the "open sesame" to advertising success.

I have heard other agency men call for legislation to limit the number of agencies. It has always been my contention that the only guide to the number of agencies or their quality must be free and open competition in the field.

If there are too many agencies to serve the needs of advertisers, some will go out of business. If there are not enough good agencies to serve the needs of the advertisers, there will always be some more new ones.

Duke Burgess,
Vice-President, Glenn Advertising, Dallas.

•

To the Editor: Vance Packard—move over!

The item in AA concerning Mr. Nemarow's "licensing" idea has inspired me to write a book called "The Noisemakers" made up of this and similar drivel and trivia collected from the pages of the trade and daily press by business men (and government officials) anxious to see their name in print.

But since Mr. Nemarow has seen fit to resurrect this hoary proposal, let's give it a thorough airing to see if we can work out a practical implementation to make this licensing business either a reality—or banish it to oblivion forevermore.

1. Pass a law. This should be easy—the headline seekers on Capitol Hill . . . will fight like hell to get their names attached to this one.

2. Get the colleges to lobby for it. This should be no problem either—after all this would increase their "sales potential" by requiring a degree . . .

3. Committee. Now that we have a law and a degree requisite, let's set up a Standards Committee to guide the curricula and oversee the licensing . . .

I'm not "anti-education"; but let's not close the doors of this vast and wonderful field to brilliant and creative minds which for financial or other reasons have not had the privilege of college education. Where would advertising be today without such men as the few aforementioned—and countless thousands of others from all walks of life—who raised this business by their bootstraps from a space-hawking function into a mightly force in our economy. Let's leave a few "frontiers" untouched for the non-conformists.

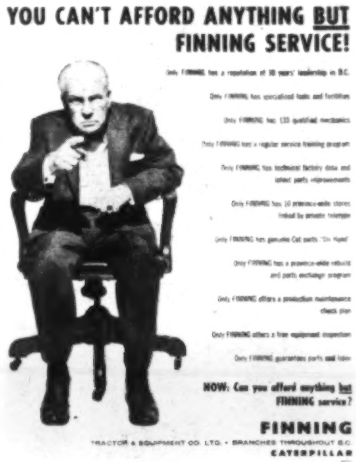
William J. Barber,
President, William J. Barber Associates, Jenkintown, Pa.

• • •

He Thinks Imitation of McGraw-Hill Ad 'Audacious'

To the Editor: The attached advertisement must surely belong in your "advertisements we can do without" section.

Evidently Finning cannot afford creative service, nor, for that matter, even good imitative service. In fact, Finning fails to make one entirely justifiable claim: Only Finning has the audacity to try to imitate the inimitable.



YOU CAN'T AFFORD ANYTHING BUT FINNING SERVICE!

Only FINNING has a reputation of 30 years' leadership in B.C.

Only FINNING has specialized tools and facilities

Only FINNING has 133 qualified mechanics

Only FINNING has a regular service training program

Only FINNING has technical factory data and latest parts improvements

Only FINNING has 10 province-wide stores linked by private teletype

Only FINNING has genuine Cat parts "On Hand"

Only FINNING has a province-wide rebuild and parts exchange program

Only FINNING offers a production maintenance check plan

Only FINNING offers a free equipment inspection

Only FINNING guarantees parts and labor

NOW: Can you afford anything but FINNING service?

FINNING
TRACTOR & EQUIPMENT CO. LTD. • BRANCHES THROUGHOUT B.C.
CATERPILLAR

McGraw-Hill's laurels remain intact; we wonder about the reputation of the Vancouver publisher who accepted this ad, however.

Charles O. McHale,
Dominion Rubber Co., Montreal.

• • •

Work Longer, Harder to Make 1961 Better, Adman Enjoins

To the Editor: Your principal editorial (Dec. 26) about most advertising men being happy that 1960 is gone makes me wonder.

I wonder why the negative approach by ADVERTISING AGE.

I wonder if the guys who complain could have made things better by working 10% longer and 100% harder.

We and our clients used something like the above formula—and it worked, from the standpoint of sales and profits in most cases.

1961 can be the best year yet, for anyone who is willing to *work* to make it that for him and his company.

W. F. Randolph,
Randolph Associates, Wellesley, Mass.

• • •

'Rexall' Substituted for 'Thrifty' in Kameny Letter

To the Editor: The substitution of "Rexall" for "Thrifty" in Seymour Kameny's letter of protest [AA, Dec. 26] is more readily understood than your failure to extend to "Rexall" the courtesy of a footnote to Mr. Kameny's letter commenting on the inadvertent use of "Rexall."

The protest of the three gentlemen whose letters you published put Clyde Bedell in his place in far better fashion than we, the culprits, could have hoped to. To say more would be gilding the lily.

Alphonse N. LaBelle,
Vice-President, Charles Antell, New York.

In the Dec. 26 "Voice" we published a number of letters disagreeing with a Nov. 28 column by Clyde Bedell, in which he stated that deceptive advertising aided the Communist conspiracy in this country. Mr. Bedell used as the basis for his comments a Thrifty drug stores ad which offered Charles Antell shampoo at "half-price." Mr. Kameny and the others insisted the two issues are separate. Mr. Kameny made an allusion which implied the ad was Rexall's.

• • •

Campbell-Ewald Trainee Program Draws Praise

To the Editor: Thank you very much for the fine article on the Campbell-Ewald trainee and intern program [AA, Dec. 19, '60]. We have heard from a number of people, all of whom praise the program and indicate an interest. Perhaps it will help a lot of inexperienced people at least get a crack at the business.

Thomas D. Murray,
Copy Director, Campbell-Ewald Co., Detroit.

• • •

Story of Adman's Life Span Not So Gloomy After All

To the Editor: Somebody on your staff is just trying to discourage us. He comes out with the statement that it shows in 1960 that the average age was under 60 for advertising men. You have 11 obituaries in this week (Jan. 9) and I added them up and divided and I came out to 71 years and about 8 months. Therefore maybe you and I will still continue to wander around for a little bit more.

William R. Stewart,
Stewart & Stewart, Chicago.

AA is inclined to agree. See editorial in issue of Jan. 16.

• • •

Meat Doesn't Seem So Palatable in This Setting

To the Editor: The enclosed brochure and price list has been bothering me ever since we received it from George Ash Packing Co. to promote cuts of Black Angus beef as business gifts. The color reproductions are superb, the design and typography in good taste—all in keeping with $5-a-pound beef. But the slogan at the top of the front page almost massacres this image of quality—"Buy from 'Ash' and save your cash. If no one else can, *Ash can!*" . . .

GEORGE ASH PACKING COMPANY
the house of black angus cattle

C. Jerry Spaulding,
President, C. Jerry Spaulding Inc., Worcester, Mass.

THE S.E.P. SHORT COURSE

B.B.

Beats Baseball. Other meanings: Budget Buster—time + talent + production. Brooks Brothers—two narrow-shouldered siblings named Brooks. Big Brass—let's get a full orchestra sound out of that studio trio.

A.P.X.

Ad Page Exposure—the first and only media measure that puts the BB shot in the bull's-eye. Other magazine yardsticks are based on the issue. APX tells you how many contacts your ad page makes . . . and with whom.

Brainy Businessmen can get the APX facts from The Saturday Evening Post.

Market on the move!

Toledo's top-rated Economic Diversification assures a stable market

WHEN it comes to economic diversification, Lucas County (Toledo) leads the eight largest Ohio counties, according to a survey by the Bureau of Business Research of Ohio State University.

This is one of the key factors accounting for the high degree of economic stability enjoyed by the Toledo Market. Peaks and valleys experienced by other markets dependent upon the fortunes of several large industries, occur less frequently in Toledo. Here, the largest firm employs less than 10% of the total working force.

For sixteen consecutive months SALES MANAGEMENT MAGAZINE has selected Toledo as a "best market for retail sales." The accuracy of its forecasts has been substantiated by Fourth Federal Reserve retail sales reports showing Toledo stores well ahead of last year.

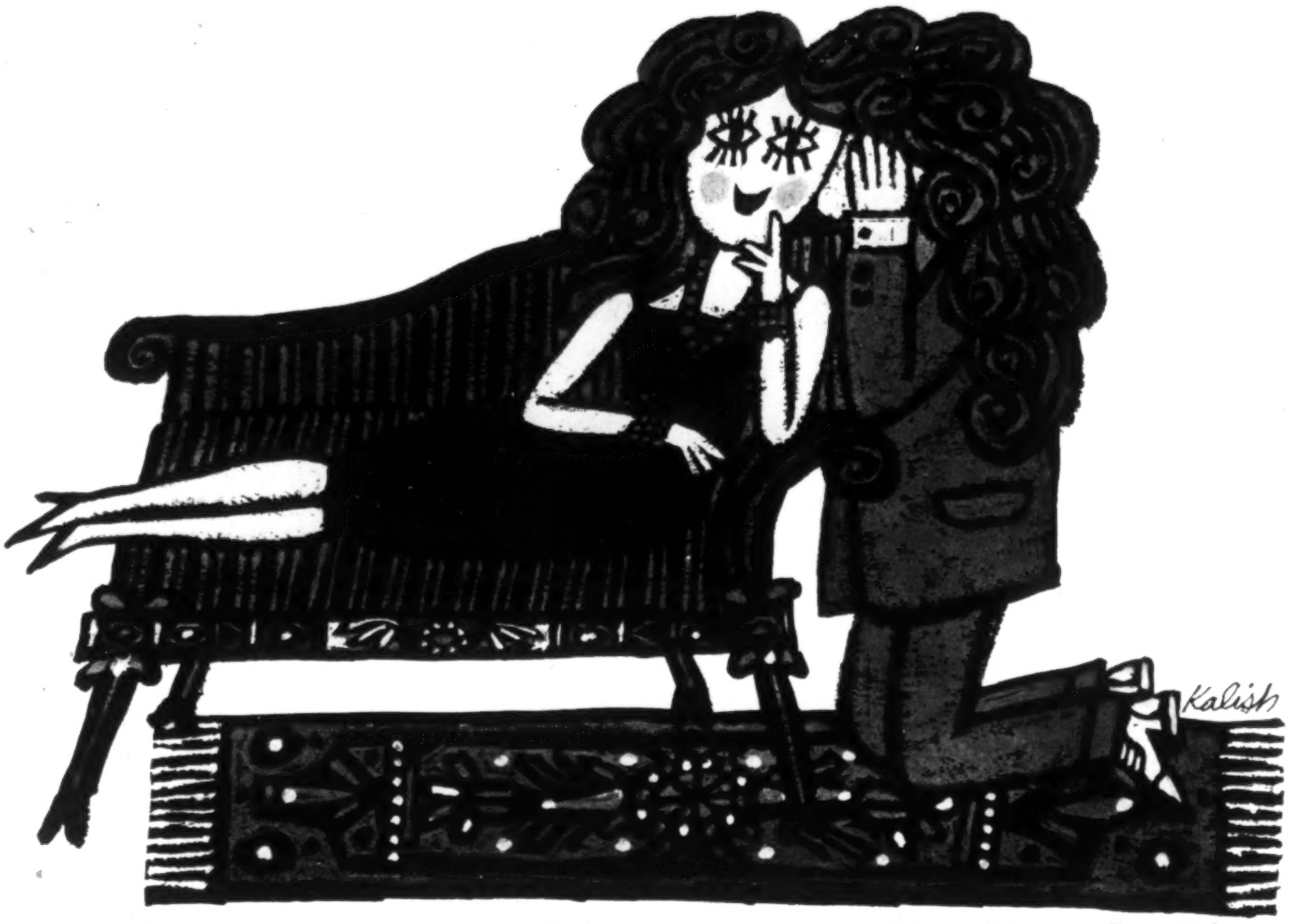
In addition, other business barometers leave no doubt about Toledo's being a growing economy. Toledo tops *all* of the rich Standard Metropolitan Areas of Ohio in per capita income—a leadership it has maintained for six consecutive years. Savings are setting new records, construction activity is well ahead of the national average, and during the past shipping season the Port of Toledo had its greatest year in history.

With a trading area population of over one million and net effective buying income of over $2 billion, Toledo offers and will continue increasingly to offer national advertisers a market place of great economic stability and unusual opportunity. Fortunately The Blade provides an intensive coverage of its market that is matched by few newspapers in the nation.

THE BLADE

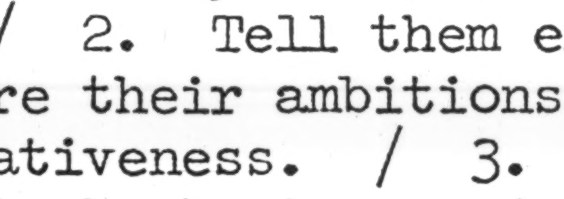
One of America's Great Newspapers

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT, INC.



How to have a telling way with the ladies

1. Tell them directly. Ladies seldom have time for indirection. / 2. Tell them excitingly. Whet their appetites. Fire their ambitions. Fan their curiosity. Dare their creativeness. / 3. Tell them explicitly. No lady likes to be kept guessing. Every lady welcomes direction, and cherishes fact. So revive a quaint custom. Use words. Thoughtful words. All the words you need. In one way, they're better than pictures. You can't listen to pictures. / 4. Tell them face to face. On their own ground, in their own terms -- where they're most at home, and most receptive. What we're leading up to, of course, is: 5. Tell them in The Ladies' Home Journal, which effectively practices what it preaches above to millions of the youngest, wealthiest, most devoted ladies in America.



When the Journal speaks–women listen

NO. 1 MAGAZINE FOR WOMEN / NO. 1 IN CIRCULATION / NO. 1 IN NEWSSTAND SALES

Minow Told of Bigger FCC Budget; FTC Funds Up 20%

WASHINGTON, Jan. 19—The Kennedy administration's candidate for the chairmanship of the Federal Communications Commission learned today that FCC (and other federal regulatory agencies) have been budgeted for expansion in the immediate future.

Newton Minow, Chicago attorney who is to take over the FCC chairmanship, met with the FCC members, and the commission's top staff officials. He has indicated that he may need another month to close out his private affairs before coming here to take office. Meanwhile he was given a "briefing" on FCC's organization and operations, and he had lunch with Chairman Frederick Ford and other commission members.

On the basis of the budget sent to Congress by the outgoing Eisenhower administration, the FCC and the Federal Trade Commission have been earmarked for expansion during the federal fiscal year starting July 1. While the Eisenhower budget will be revised by the new administration, changes for the regulatory agencies are expected to be in the direction of bigger spending.

■ The Eisenhower budget for the Federal Trade Commission visualizes an increase of about 20%. This is substantially less than the commission wanted, and it allows only a small increase in the staff for the consultation program, a phase of FTC activity which was singled out for praise in the report on regulatory agencies submitted to President-elect Kennedy by James M. Landis.

With a $1,630,000 increase over the current year, the Eisenhower recommendation for FTC totals $9,640,000. Slightly over half the increase is for anti-monopoly work. Of the $751,000 increase for enforcement of laws against deceptive practices, only $48,000 is to be used to strengthen the staff that has been consulting with business men, to bring about voluntary elimination of questionable ads. #

L&M Sweepstakes Gets Big Ad Push

(Continued from Page 1)

sweepstakes for dealers, in which first prize is also a Thunderbird.

■ Special tv commercials are scheduled for "Gunsmoke," the Sunday sports spectaculars, and the new Jackie Gleason show, "You're in the Picture," all on CBS-TV; "The Untouchables" and "The Rebel" on ABC-TV; and on various local tv programs.

Four-color back-cover ads will kick off with *Look* and *The Saturday Evening Post* on Jan. 31. Others are scheduled during February and March in *Argosy, Ebony, Farm Journal, Field & Stream, Life* and others. The same ads will go into Sunday supplements including *This Week Magazine, Parade* and *Family Weekly.*

Other large-space ads, some in two colors, are scheduled for about 150 newspapers. Ads also will appear in college and military newspapers. In addition, spots will be used on more than 600 radio stations from coast to coast.

Dancer-Fitzgerald-Sample is the agency. #

Galaxy Advertising Moves

Galaxy Advertising has moved to new quarters at 3717 Wilshire Blvd., Los Angeles.

WHAT MOST PEOPLE DON'T KNOW ABOUT LIFE INSURANCE

PULL OUT—*This is Page 1 of a 14-page insert in the February Reader's Digest by Prudential Insurance Co. of America, via Reach, McClinton & Co. The detachable insert on "What Most People Don't Know About Insurance" will be featured on tv and 1,500,000 extra copies will be distributed via sales people.*

'La Presse' Adopts 17% Commission Plan for Agencies

MONTREAL, Jan. 18—*La Presse,* the largest French language newspaper in North America, today announced that it is now giving agencies a straight 17% commission, "hoping they'll pay by the 20th of the month," in place of the traditional 15% and a 2% cash discount.

J. P. Hogue, advertising director of *La Presse,* told ADVERTISING AGE that the plan will apply only to business placed by agencies enfranchised by the Canadian Daily Newspaper Assn.

One of the reasons for the move, it was believed, is that a number of other Canadian dailies have recently adopted frequency and volume discount plans. Under these plans, agencies receive the standard 15% commission, but if the advertiser falls short of his contracted volume or frequency requirements, the agency loses the 2% deferred cash discount. #

Gordon Dissolves Agency, Moves with Accounts to Kemper

CHICAGO, Jan. 20—Marvin Gordon, president of Gordon & Hempstead, has dissolved his agency to join the Chicago office of Don Kemper Co. as vp, ADVERTISING AGE has learned. Although Kemper has made no announcement, it was understood that Mr. Gordon would bring into the agency G&H accounts with aggregate billings estimated at $600,000 annually.

■ The Gordon & Hempstead account roster includes Ekco Products Co., M.E.D. Corp. of America, Chicago area Pontiac Dealers Assn., Straubel Paper Co., Triumph Mid-West and U. S. Camera Corp.

Mr. Gordon headed Marvin Gordon & Associates for 12 years before joining with Henry M. Hempstead Co. to form Gordon & Hempstead in February, 1958. Ten months later, however, Mr. Hempstead left to re-open his own agency. He joined Dancer-Fitzgerald-Sample in Chicago as a vp early last year (AA, April 18). #

Mary Garcia Joins WRUL

Mary Garcia, longtime media director of McCann-Erickson Corp. (International), has joined WRUL, New York, as media research manager. WRUL is the international short-wave radio station operated by Metropolitan Broadcasting Corp.

Last Minute News Flashes

Greenwood Mills Consolidates Account at Rockmore

GREENWOOD, S. C., Jan. 20—Greenwood Mills Inc. has consolidated all advertising at the Rockmore Co., New York, effective Feb. 1. Rockmore has worked on a special Dacron and cotton fabrics program for the mill since last July. It now adds all other fabric advertising. Chirurg & Cairns, the previous agency, had the account for more than ten years.

De Jonge Leaves BBDO to Join B&B

NEW YORK, Jan. 20—Al De Jonge, formerly European representative of Batten, Barton, Durstine & Osborn in Zurich, has joined Benton & Bowles as "deputy" to Charles A. Pooler, senior vp in charge of international operations.

American Export Lines Returns to C&W

NEW YORK, Jan. 20—American Export Lines has returned to Cunningham & Walsh, where it was from 1950 to 1957. It has been at Doyle Dane Bernbach since, billing between $600,000 and $800,000. When C&W resigned the account in 1957, one of the reasons it gave was the "conflict of interest with the Italian line." Today, C&W said that past C&W advertising had brought "remarkable success in promoting Mediterranean travel" for both lines, and it will benefit both "to again have their advertising under a single agency."

Zeuthen, Leaving EEI, Expected to Join Compton

CHICAGO, Jan. 20—Ralph M. Zeuthen, who is resigning the end of this month as manager of the Edison Electric Institute's Live Better Electrically program (AA, Jan. 16), is expected to join Compton Advertising, New York, as a vp, ADVERTISING AGE learned today. Compton is agency for the EEI's $2,500,000 account.

Storer Buy Sets Doerfer Post; Other Late News

• **John C. Doerfer,** former chairman of the Federal Communications Commission, has been named secretary-treasurer of Nemir Industries, Bethesda, Md., following a loan and stock option transaction between Nemir and Storer Broadcasting Co. Mr. Doerfer resigned as FCC chairman in March, 1960, after the House legislative oversight committee questioned the propriety of his acceptance of hospitality from George B. Storer, head of the broadcast operation. Storer has loaned $190,000 to Nemir, a manufacturer of plastic goods, in exchange for an option to buy 50% of Nemir stock for $400,000.

• **Arthur B. Hersberger,** formerly general manager of foreign marketing and manager of special sales, has been promoted to general manager of marketing for Atlantic Refining Co., Philadelphia. Milton G. Davis, formerly manager of regional marketing, has been named general manager of domestic marketing.

• **John Morrell & Co.,** Chicago, will concentrate its national magazine ad effort this year on a series of color pages in *Life.* The first, running in the East Jan. 30 and in the West Feb. 6, will stress the new, "handiest ever" Morrell Pride bacon package, with a "double your money back" offer. Other ads, for bacon and ham, will use a straight product approach. John W. Shaw Advertising, Chicago, is the agency.

• **Crawford Corp.,** Baton Rouge, producer of manufactured homes, has named Reincke, Meyer & Finn, Chicago, to handle national advertising and pr for the corporation and for its various subsidiaries, including Crawford Housing Services, New York. The agency previously had the account until some five years ago, when Crawford became relatively inactive as a national advertiser.

• **Mark H. Cox,** former vp of sales and marketing of Golfcraft Inc., Chicago, has joined Brunswick Corp., Chicago, as merchandise services manager for MacGregor sport products division, a new post.

• **Libbey-Owens-Ford Glass Co.** has scheduled a $1,000,000 campaign exclusively in *Life* and *Fortune,* boosting the use of glass in building construction. Theme of the campaign, to break with a 2½-page color gatefold in the Jan. 27 issue of *Life,* will be, "What a beautiful open world this generation enjoys." The ad will be followed by 12 color and b&w pages in later issues of *Life,* plus six page units in *Fortune.* Fuller & Smith & Ross is the agency.

• **Charles W. Kopf,** who resigned as senior vp of Fred Wittner Co., plans to start his own agency next summer or fall *(see earlier story on Page 69).* He was supervisor on the $1,000,000 Eastman Chemical Products' chemicals and plastics account. Mr. Kopf had worked on the Eastman Kodak division since 1953, when it was at Kenyon & Eckhardt. He would not say whether he would open his shop with that account.

• **Schenley Industries** today named George Balterman director of advertising and sales promotion. Mr. Balterman previously was assistant coordinator of the advertising budget and associate director of advertising. He succeeds Sidney G. Stricker Jr. in his new post. In its Nov. 21 issue, AA reported that Mr. Stricker would shortly leave Schenley. Edwin Parets, who joined Schenley in 1938, has been named advertising and sales promotion manager of Schenley Distillers. Sanford Rose was appointed advertising and sales promotion manager of Melrose Distillers.

• **Trans-World Publishing Co.,** Cleveland, will soon bring out a new monthly business publication, *Global Technology.* Ad rates, effective April 1, list the cost of a one-time page ad at $1,025.

• **William Fors,** who joined Electric Autolite Co., Toledo, as advertising director last September, has resigned. It is reported he will become assistant to the president of R. C. Allen Co., Grand Rapids, Mich., maker of calculators and business machines. He came to Autolite from Bissell Inc., Grand Rapids.

• **Frank McGinnis,** 58, who has been advertising manager for trucks in the Ford division of Ford Motor Co. since 1955, will retire Feb. 1 for reasons of health. He joined Ford in 1946 as an advertising executive on sales promotion. Prior to that he had been a vp at Campbell-Ewald Co. on the Chevrolet account.

• **Richard C. Anderson,** account supervisor in the New York media department of Young & Rubicam, has been named director of the department of media relations and planning in the agency's Chicago office. He succeeds Robert Byron Jr., who becomes an account supervisor.

Lehigh Furniture to Mitchell

Lehigh Furniture Corp. has appointed Harold M. Mitchell Inc., New York, to handle its advertising. Harriet Romain Inc. is the previous agency.

Newberg Suit Blasts Chrysler 'Self-Dealing'

Minor Also Sues Company, Asking Share of Profit-Sharing Fund

DETROIT, Jan. 18—William C. Newberg, former president of Chrysler Corp., and Jack W. Minor, former director of marketing of its Plymouth-DeSoto-Valiant division, have filed separate suits against the automobile company.

Mr. Newberg seeks to set aside a $455,000 contract he signed to repay Chrysler for profits he obtained from ownership of two outside companies, and Mr. Minor asks $25,000, which he claims is due him from a company stock ownership program to which he contributed. Both men resigned from their jobs under pressure last year (AA, July 4, Aug. 8).

■ In his suit, Mr. Minor says he contributed more than $10,000 to a Chrysler stock ownership program and was entitled to that money, plus $170 in dividends earned in 50 months and the "earned out" portion of Chrysler's contribution to the program. He estimated the company's contribution at $14,830.

Chrysler last year charged that by virtue of a one-half interest in a partnership known as W&M Sales Co., Mr. Minor received $20,000 in commissions on Chrysler business placed directly or indirectly with Taxi-Ad Co., Bel-Aire Process Inc. and Transportation Advertising Co.

Mr. Minor told ADVERTISING AGE that his holdings in the companies did not conflict with his Chrysler job, and that Chrysler officials knew of and did not object to his outside interests.

Chrysler declined to comment on Mr. Minor's suit, stating that it had not had time to study it.

■ Mr. Newberg, who resigned as Chrysler president last June 30 after ten weeks on the job, charges in his suit that he was forced to resign in order to conceal the "incompetence, maladministration, neglect, breach of duty and self-dealing" of four company directors, including L. L. (Tex) Colbert, currently president and board chairman.

The suit states that when Mr. Newberg became president, he learned quickly and for the first time of happenings which led him to question practices "theretofore commonplace at the top executive level in Chrysler, including favoritism and preference for certain friends, relatives and intimates of top executives."

Mr. Newberg said he resigned after the interest that he and his wife owned in two supplier companies was uncovered. An agreement that he made to repay Chrysler $455,000 in profits gained from the two supplier companies was made under duress and coercion, Mr. Newberg said. He asked the court to set aside the agreement.

■ In commenting on Mr. Newberg's suit, Chrysler said the charges were "baseless" and added that the $455,000 agreement was prepared by Mr. Newberg on advice of his lawyer. #

'Suburbia Today' Names Two

Suburbia Today has named John H. Reukauf to its New York sales office and Donald Dane to the Detroit sales staff. Mr. Dane formerly was with Hearst Advertising Service.

Three TV Stations Join to Promote Tidewater Market

NORFOLK, Jan. 18—Three television stations here have put aside their usual competitive pursuits and banded together in a concerted effort to attract more advertisers to the Tidewater area.

WTAR-TV, WVEC-TV and WAVY-TV have formed the Tidewater Radio & TV Council to engage in a year-long advertising and promotional campaign for the growing Norfolk, Hampton, Newport News and Portsmouth market. The council appointed Liller, Neal, Battle & Lindsey, Richmond, to handle the push.

Spreads will be scheduled in a few business publications each month, starting early in February. Consumer magazines are expected to be added to the schedule later. The ads will be backed with about four mailings during the year to some 3,500 agencies, advertisers, brokers and distributors. A series of seminars also is being planned.

■ Robert M. Lambe, WTAR-TV; Thomas P. Chisman, WVEC-TV; and J. Glen Taylor, WAVY-TV, each the president and general manager of his station, recently unwrapped the over-all plans of the Tidewater Council in New York before representatives of the three tv networks and members of their respective representative companies, Edward Petry Co., Katz Agency and H-R Television.

The station men pointed out that (1) with a population of 802,710, the Tidewater area is the 29th largest market in the country; (2) U.S. armed forces personnel in the area spend $200,000,000 there annually; and (3) a series of bridges and tunnels now under construction will link together all sections of the Tidewater area. ≠

Taylor
Lambe
Chisman

BRIDGE THE TIDE—*These Norfolk tv station presidents came to New York to announce their year-long cooperative promotional plan for the Tidewater area. Shown making the presentation to their sales representative companies and network personnel are J. Glen Taylor, WAVY-TV; Robert M. Lambe, WTAR-TV; and Thomas P. Chisman, WVEC-TV.*

Glo-Rnz to R. Jack Scott

Glo-Rnz, Dayton, O., has named R. Jack Scott Inc., Chicago, to handle its advertising and merchandising. The company manufactures chiefly hair coloring products, most of which are distributed through the beauty trade for professional use. Glo-Puff, the only hair color in aerosol form, is sold through drug and department stores. The company plans its largest campaign this year. Cye Landy Advertising Agency, Columbus, formerly handled the account.

BPA Slide Film Produced

Business Publications Audit of Circulation will begin a ten-city public showing of its new slide-film presentation, "The Quality of Numbers," in the Biltmore Hotel in New York Feb. 16. The 15-minute film presents the story of BPA's new single audit form (AA, Oct. 31).

Ike's New Budget Blueprints Hefty Expansion for FDA

WASHINGTON, Jan. 17—The Eisenhower administration today recommended another big budget boost for the Food & Drug Administration, and handed its successors a blueprint to redouble the agency's size by 1966.

The budget proposal for the new fiscal year starting July 1 increases FDA's $18,800,000 budget by another $4,700,000. The long-range plan would raise total FDA spending from the $23,500,000 contemplated for 1962 to $44,200,000 in 1966.

The new budget is part of an orderly expansion of FDA that has been under way since a citizens advisory committee reported in 1955 that important changes were necessary if FDA was to keep up with new technology in the food and drug industries. At the time of the committee's study, FDA's budget was only $6,200,000. In the five years that followed, FDA has expanded its staff and arranged for the construction of new laboratories.

■ The new budget gives FDA 2,500 employes, and brings the inspection staff to triple its 1955 strength. The long range plan contemplates a total of 4,900 employes, with further expansion in the strength of the inspection staff.

In fiscal 1960 FDA appropriations were $13,800,000, almost $10,000,000 less than the new budget calls for. In fiscal 1961 the figure was $18,000,000.

The extra cash and manpower have been concentrated in beefing up field inspections, investigations and laboratory analyses. Of the $23,500,000 earmarked for FDA in fiscal 1962, $15,100,000 will go for inspections and investigations. The high priority of this area reflects a growing concern on the part of FDA to tighten enforcement machinery in the food and drug industries.

■ For instance, the food additives amendment in 1958 and color additives amendment in 1960 broadened FDA's power. The 1958 legislation required that food additives be shown safe by the manufacturer before use, putting the burden of proof on the manufacturer to show FDA that the food is safe.

The color additives law provided tolerance limits, where necessary, for food, drug and cosmetic coloring, and also gave FDA the authority to approve colors in use.

■ In addition, FDA and the Department of Health, Education & Welfare have proposed other amendments to strengthen factory inspection authority, require manufacturers to make reports on clinical experience with new drugs, and assure adequate controls over the purity and quality of drugs.

In a report to President Eisenhower summarizing the accomplishments of FDA, Health, Education & Welfare Secretary Arthur Fleming lists the new laws which he said have "improved the protection of the public against harmful, unclean or misrepresented foods, drugs or cosmetics."

Mr. Fleming also called attention to intensified research programs, increased scientific staffs and modernized laboratory equipment. He said two new field headquarters have been established and construction of a new headquarters building with modern laboratories has been authorized.

■ Health, Education & Welfare's 10-year objectives report stated that improvement of FDA should come about "through expanded research, educational and enforcement programs on the part of federal, state and local regulatory agencies; a greater recognition and exercise of their responsibilities on the part of all segments of the regulated industries; and the cooperation and active assistance of trade associations, health agencies, consumer groups and other private organizations that have an interest in the legality and safety of the nation's foods, drugs, cosmetics, and therapeutic devices." ≠

Just the people
RAYONIER
Take away the Rayonier Cellulose—and what's left?

CELLULOSE WORLD—*To illustrate there are 6,000 everyday products made of cellulose, Rayonier Inc. will run a series of two-page back-to-back ads like this one in 1961-'62. This opening ad runs in the Jan. 17 Wall Street Journal and March 11 Saturday Evening Post. Ross Roy-BSF&D, New York, is the agency.*

Janitrol Names Wichterman

Paul Wichterman, former editor of technical publications, has been named manager of publications and advertising of Janitrol Aircraft division of Midland-Ross Corp., Columbus, O.

Walbro to Campbell

Walbro Corp., Casa City, Mich., manufacturer of small engine carburetors, has appointed Campbell-Williams-Stark, Saginaw, to handle its advertising.

Homer Scheck, 59, VP of Hutchins Agency, Is Dead

ROCHESTER, Jan. 18—Homer C. Scheck, 59, vp and secretary of Hutchins Advertising Co., died unexpectedly at his home yesterday. He had been associated with the agency since 1929, when he joined it as a copywriter. Advancing to copy chief and later to account executive, Mr. Scheck was elevated to vp in 1949. In 1958, he was also named secretary of the corporation. He had been a director of the Advertising Council of Rochester.

SHERMAN JONES

NEW YORK, Jan. 17—Sherman Jones, a salesman for McGraw-Hill Publishing Co. for many years until 1957, died Jan. 11 in Central Islip Hospital, West Islip, L.I., where he had been confined for four years.

Mr. Jones first joined *Business Week* in the early '30s. He later was with *Newsweek* and with Rockefeller Center. He rejoined McGraw-Hill in 1942 on reader research and later *Electrical Construction & Maintenance* and *Electrical Wholesaling*.

ARBA J. IRVIN

CHICAGO, Jan. 18—Arba J. Irvin, 81, former vp of Cresmer & Woodward, newspaper representative, died yesterday in suburban Evanston Hospital. Mr. Irvin, who had been a Chicago advertising executive for 25 years, retired from Cresmer & Woodward in 1954. Prior to his association with the company, he served as business manager of the *Tulsa Tribune*.

HAROLD S. BUTTENHEIM

MADISON, N. J., Jan. 17—Harold Sinley Buttenheim, 84, editor emeritus of *American City Magazine* since 1955, died at his home here Jan. 11.

From 1893 to 1911 he was with the Street Railway Publishing Co., becoming secretary. The company subsequently was merged into McGraw Publishing Co., later McGraw-Hill Publishing Co.

In 1911 he and his brother, Edgar J., founded Civic Press, which later became the American City Magazine Corp. and now is Buttenheim Publishing Corp. He was editor of *American City* from 1911 to 1955.

ARCHIE WHISNANT

PORTLAND, ORE., Jan. 18—Archie Whisnant, 85, onetime owner of the *Coos Bay Times* and *Bend Press* and for more than 25 years secretary of the Pacific Logging Congress, died here Jan. 8.

CLARENCE C. FLEMING SR.

SCARSDALE, Jan. 17—Clarence C. Fleming Sr., 89, who retired in 1939 as ad manager of Eberhard Faber Pencil Co., died Jan. 4 at his home.

Hutchinson Names Pierce; Adds King Arthur Flour

Lewis E. Pierce Jr. has joined Charles F. Hutchinson Inc., Boston, as an account executive. Prior to joining the agency, Mr. Hutchinson had been with General Foods and Best Foods Corp.

At the same time, Sands, Taylor & Wood Co., Cambridge, Mass., distributor of King Arthur flour, has appointed Hutchinson to handle its advertising. F. P. Walther Jr. & Associates, Boston, is the former agency of record.

Peterson Elected Gray VP

Russell T. Gray Inc., Chicago, has elected Eugene L. Peterson a vp to fill the vacancy left by the late Ralph G. White. Mr. Peterson joined Gray in 1955 and was appointed an account executive in 1958.

House Committee Confuses Rivalry, Status Quo: Cupp

Food Chain Men Cite Minority View of House Small Business Unit

WASHINGTON, Jan. 17—Food chains expressed exasperation last week over a House small business committee report which suggests that new anti-trust legislation may be needed to deal with their increasing power (AA, Jan. 2).

Paul J. Cupp, president, American Stores Co., Philadelphia, and chairman of the board of National Assn. of Food Chains, complained that committee members who express concern about chains are confusing "preservation of the status quo with preservation of competition."

Praising minority views published by Rep. Arch A. Moore Jr. (R., W. Va.) and William H. Avery (R., O.), Mr. Cupp said, "Most important to the 80,000,000 customers served by food chains and to the producers and manufacturers from whom we obtain our merchandise is the minority's recognition that ill-considered legislation—however idealistically conceived—can work a real disservice to the nation's consumers by hindering the competitive development of improvements in food production, processing and distribution."

■ While the committee's majority expressed fear that chains are becoming so powerful that even food suppliers are having difficulty withstanding their pressures for special privileges, the minority members of the committee said they are convinced that violations of the Robinson-Patman Act "are isolated and are being effectively handled by the FTC."

The minority report denied that chains have tightened their hold on the food business. "If we look at the giants of the industry—A&P, Safeway, and Kroger—we find that their share of the market has held approximately constant for 30 years," it said.

The minority said the food industry is "vibrant" with competition from an "energetic group" of small independent business men—the new independents in food distribution. ≠

Nielsen Reports Sales at New Highs

CHICAGO, Jan. 17—A. C. Nielsen Co. is continuing its steady rise in sales, a growth which has been continuous each year since the company began its marketing research in 1934.

In a letter accompanying Nielsen's annual report for the fiscal year ended last Aug. 31, the company noted that for the first three months of its new fiscal year—ended Nov. 30—revenues were up 15% over the corresponding period in 1959. Net profit for the period also increased, from $484,788 to $559,031.

The company said the earnings increase for the three-month period "traces to continuing improvement in the results achieved by foreign subsidiaries."

As previously reported, Nielsen's sales for fiscal 1960 hit $31,019,342—up 15.5% over fiscal '59; net profit was $2,138,252, a rise of 97% over the previous year (AA, Nov. 21, '60).

The report said revenue for the U.S. retail index increased 14.4%, and for the broadcast division 16% above the previous fiscal year. Both are new highs. #

One of a series appearing in The Wall Street Journal

How to talk man-to-man...with millions!

In putting your product story across, nothing beats the personal touch. That's the heart of the Blair Group Plan—the special spot radio technique that gives you local impact on a national scale.

You sell to men? So does Mennen—and Mennen is using the Blair Group Plan for the third straight year. Prime reason, naturally, is Results. Mennen credits the Blair Group Plan as a vital factor in helping establish a record sales gain in 1959—followed by still greater gains in 1960.

Rating: 60.2—Pulse research* shows the Blair Group Plan can give you a weekly rating of 60.2—a cumulative rating of unduplicated homes reached week after week by Blair Stations, coast to coast. Compare that with 39.2 for Gunsmoke, top-rated tv network program in national Nielsen ratings for December, 1960.

42¢ per 1000 Homes—The Blair Group Plan gets an extra measure of selling-power from advertising dollars. Cost per 1000 homes *reached*, as low as 42 cents. Or if men are your main target, the Blair Group can deliver them at costs as low as 59¢ per thousand.

Blair tailors each Group Plan to specific marketing goals. It's *flexible*—because geared to the sales potential of each market. And *convenient*—you tap $265,000,000,000.00 of America's buying power (that's 81.6%) with one order, one affidavit, one invoice.

It's easy to learn how economically a Blair Group Plan can give added strength to your marketing strategy. Just call your nearest John Blair office . . . in Atlanta, Boston, Chicago, Dallas, Detroit, Los Angeles, New York, Philadelphia, St. Louis, San Francisco, Seattle.

*From latest available Pulse reports as of October, 1960.

BLAIR GROUP PLAN

A service of John Blair and Company

Representing the nation's most influential group of radio stations. 717 Fifth Ave., N. Y. 22, N. Y., PLaza 2-0400

Talk of 'Discounts' Keeps NAEA Buzzing

(Continued from Page 1)

that the number will triple by the end of the year.

A number of newspapers said informally that they intended to institute a C-I-D plan, or one like it, often in conjunction with a bulk plan, and sometimes in conjunction with both a bulk and a unit plan.

Another plan which appeared to be attracting attention was a frequency discount arrangement adopted last November by the *Houston Chronicle*. This provides up to 20% in discounts for a schedule of 50 pages run over a 12-month period.

Another plan which drew the attention of discountless newspapers was the frequency and volume arrangement adopted last November by the *Los Angeles Times*. This plan applies to advertisers scheduling six or more insertions during a 26-week contract period, and features discounts of up to 15% for full pages.

■ With a few exceptions, the majority of newspaper ad execs and representatives attending the NAEA session this week were favorable to the idea of discounts in principle. Arguments start, however, when types of discounts come up for discussion. For example, to the charge that the C-I-D plan is too rigid to accommodate most advertising schedules, supporters point out that it is one of the few arrangements that bind an advertiser to a set period months in advance, and that its high short-rate setup offers protection from last-minute cancelations.

'Inquirer' Sets Discount

PHILADELPHIA, Jan. 18—The *Philadelphia Inquirer* has revised its national rate structure to provide maximum discounts in the sliding bulk schedule of 20% below the new daily open rate of $1.60 per line. The former rate was $1.45.

Maximum discounts of 16% below the new Sunday open rate of $2 are available. Former rate was $1.85.

The frequency discounts begin at 150 lines for 12 insertions in 13 weeks ranging to 48 pages in 52 weeks.

Again, other dailies are flatly against discounts in any form. An ad director of a big midwest newspaper insisted that the discount talks were simply "another way of cutting rates. These people don't want discounts, they want lower rates," he said.

Admen with smaller dailies—particularly small-circulation newspapers serving a so-called "secondary .market"—are against discounts for the traditional reasons of possible lower profits, and a general philosophic feeling that reduced rates won't guarantee their being on any schedules anyhow.

"I cannot in conscience tell a publisher in a smaller market that a discount structure will increase his volume," a veteran representative explained, adding that "10% of nothing is still nothing."

■ Along with the general enthusiasm for discounts—or general acceptance of discounts—there were a number of newspaper advertising men who were concerned that the discount is eclipsing other major problems for newspapers. "You don't sell a newspaper with a rate card," said a top representative, "you sell it with a salesman. And an advertiser doesn't buy a rate, he buys a newspaper." A disgruntled southwestern advertising director complained about "all this time spent in talking about rates; what we should be discussing is ways to make our advertising more productive, and ways to sell it better."

One of the reasons C-I-D attracted so much attention from the newspapermen was its organized information. Men from the Louisville newspapers were able to point out that (1) in its first year of operation C-I-D attracted 45 advertisers; (2) that 41.8% of national linage was on C-I-D contracts; (3) that all 11 advertisers signed to 52-week contracts renewed; (4) that a 295,885-line gain came from C-I-D accounts, around $226,000 net revenue; (5) that $100,000 had been spent promoting C-I-D; and (6) it has appreciably narrowed the retail-national rate differential.

■ One of C-I-D's powerful clinchers was a letter from Lawrence Fertig & Co., sent to newspapers last November cancelling all National Distillers' advertising—except in C-I-D newspapers. The point wasn't lost on newspaper men and representatives, who often have seen newspaper flexibility turn out to be vulnerability at the end of an advertising appropriation. The short-rate threat is an important facet.

Also getting considerable interest were the group plans, and the Texas Group—pioneered by Branham Co., which represents it—was able to report that it had signed 24 contracts totaling $1,025,000.

While the principle of the discount was getting general, if sometimes grudging, approval, there seemed to be several clusters of opinion:

1. A bloc that feels the wisest thing to do is to wait and see, and let time tell which kind of discount structure is most attractive to advertisers and useful to newspapers.

2. A general feeling that national advertising, which has been falling in smaller newspapers, probably will not be revived by discounts.

3. A notable lack of enthusiasm for the continuity or frequency discount plans by the largest metropolitan newspapers.

4. A large amount of skepticism about the wisdom of granting discounts, and an equal amount of skepticism about whether discounts and incentives were the same thing, and questioning over whether more newspaper advertising would be generated by discounts, or if newspapers with discounts would get more advertising than those without.

5. A certain amount of regional wariness. Where newspapers are close to other major markets, there is a marked tendency to wait and see what the bellwether papers in the larger market will decide to do.

6. A prevailing opinion, however—skepticism and a period of waiting aside—that discounts (of whatever kind) represent the newspaper future. One major national representative says simply that every U.S. daily will have a discount structure by the end of 1962. #

Blackwell to WTVD-TV

Robert L. Blackwell has joined WTVD-TV, Durham, N. C., as local sales manager. Mr. Blackwell was formerly national advertising manager of the *Durham Herald* and *Sun*.

Wyman Brooks Newmyer

CONVENTION TOUR—*Photographed at the Newspaper Advertising Executives annual convention are Herbert Wyman and L. F. Newmyer, Toledo Blade and Times; and Wallace Brooks, San Francisco News-Call Bulletin.*

Ketchum Names Cochran, Further Stressing N. Y. Unit

NEW YORK, Jan. 18—Ketchum, MacLeod & Grove, long regarded as "a Pittsburgh agency," is aiming to move into New York in a big way. The agency, currently billing around $34,000,000, has just named a new manager of the office here, James J. Cochran, formerly a vp and director of the Kudner Agency.

James J. Cochran

Mr. Cochran succeeds Marshall Clark, who has taken leave of absence to become manager of the Laubach Literacy Fund, Washington, D. C.

Mr. Cochran heads a branch office with a staff of 46. When it was opened in 1956, it was a limited service office, with a staff of three. The office is headquarters for the tv-radio department of the entire agency.

■ Ketchum first emphasized the growing role of its New York office in September, when Charles E. Van Voorhis, vp and account supervisor, was transferred from Pittsburgh (AA, Sept. 19). With him went the center of service operations for two KM&G accounts, Gulf Oil Corp.'s petrochemicals department and Goodrich-Gulf Chemicals. Richard Ulrich, account executive on the chemicals accounts, also moved to New York.

Ketchum's new branch manager was with Kudner from 1943 to 1957, and again since October, 1959. Among the accounts under his supervision were Renault, Buick, Admiral television, TWA, and National Distillers.

From February, 1957, to October, 1959, Mr. Cochran was a vp of J. Walter Thompson Co., where he was account supervisor on Eastman Kodak, Johns-Manville and Purolator. #

Lord Joins Shaw-Hagues

W. Burton Lord, former marketing vp of Whittier Laboratories, president of Lord & Bantin; advertising director of J. B. Roerig & Co.; and market research director of Smith, Kline & French Laboratories; has been named account executive of Shaw-Hagues Inc., pharmaceutical division of John W. Shaw Advertising, Chicago.

WAST Promotes Belkin

Richard B. Belkin, formerly a staff director of WAST, Albany, N.Y., has been appointed production manager of the tv station.

Muir Confirms 'Newsweek' Dickers for Astor Interest

NEW YORK, Jan. 18—*Newsweek* today killed off a flock of recent rumors with a statement that its management group was "engaged in negotiating with the Astor Foundation with a view to taking over the majority interest now held by the foundation."

Malcolm Muir, board chairman, added, "Our aim in seeking this is to broaden greatly the employe stock acquisition and profit-sharing programs started by the late Vincent Astor. A further objective is to create a public market for *Newsweek* stock, thus placing the corporation in a better position to acquire new properties."

■ Pointing out that rumors had been popping up "for many months" about various companies being set to buy the *Newsweek* stock held by the Astor Foundation, Mr. Muir said, "The Astor Foundation has announced it is not engaged in negotiation with any other prospective buyer."

The Astor Foundation owns nearly 60% of *Newsweek's* stock. Mr. Muir and W. Averell Harriman, former governor of New York, together hold about 25%.

Mr. Muir said negotiations for the purchase of the foundation's interest—which will involve several million dollars—may be completed in three weeks. Controlling interest would then be held by a group of the magazine's executives.

Dip 'n Sip to Beckman

Dip 'n Sip Inc., manufacturer of flavored straws for drinking milk, has named Beckman Koblitz Inc., Los Angeles, its advertising agency. The western marketer is planning expansion into the Baltimore, Chicago and Detroit area. Los Angeles, San Francisco, San Diego, Sacramento and Fresno are markets in which the company will concentrate its immediate efforts. Jack Oakey, formerly promotion manager of *TV-Radio Life*, has been named the company's sales and promotion manager. The Dip 'n Sip brand, introduced six months ago, is intended for the children's market and will be followed by other drinking straw products.

Knollin Elects Knollin

R. H. Knollin, formerly general manager, has been named president and manager of Knollin Advertising Agency, San Francisco, succeeding the late James C. Knollin, founder of the agency. The agency also has named S. V. Mortenson, formerly art director, creative director and William Davalos, formerly production manager, manager of art and production.

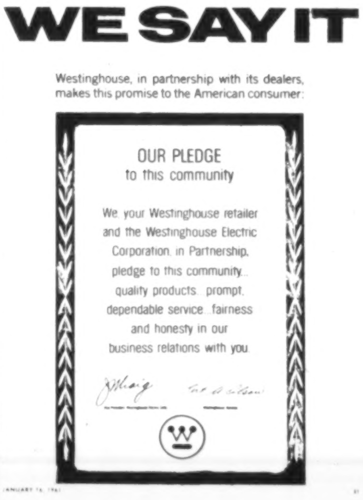
Westinghouse Sets $1,000,000 Drive to Boost Dealer PR

COLUMBUS, O., Jan. 17—During the next six months the major appliance division of Westinghouse Electric Corp. will spend $1,000,000 on 21 NBC network tv commercials and a series of newspaper advertisements in an effort to restore consumer confidence in the appliance dealer.

The drive will get under way Feb. 3 with a commercial on the new "Westinghouse Playhouse."

The image-building pr advertising campaign seeks to point out to the public that "integrity, honesty and fair dealing" can be expected from Westinghouse dealers.

Basis for the campaign is a new Westinghouse dealer franchising program for 1961, in which the company and selected retailers exchanged "partnership" pledges and made stringent commitments about business conduct. It is by dramatizing the principles its newly screened dealers have adopted that the company hopes to improve the sagging image of appliance retailers.



WE SAY IT

Westinghouse, in partnership with its dealers, makes this promise to the American consumer:

OUR PLEDGE
to this community

We, your Westinghouse retailer and the Westinghouse Electric Corporation, in Partnership, pledge to this community... quality products... prompt, dependable service... fairness and honesty in our business relations with you.

'AND WE MEAN IT'—*First page, above, of three-page Westinghouse ad in Electrical Merchandising Week reveals the 'pledge' in the company's pr ad drive for its dealers.*

■ Appearing on the documentary commercials over some 200 NBC-TV stations will be the nine dealers who are charter members of the Westinghouse national dealer council established last fall. Each will stress an aspect of Westinghouse dealers' competence and reliability.

During this campaign, regular product ads in newspapers will also include the dealer pledge to the community. Special ads will appear in about 30 cities.

McCann-Erickson is the agency.

Philco Buys Into Bendix France

Philco Corp. has completed arrangements with M. Marcel Boussac to acquire a "substantial" minority interest in Bendix Home Appliances France, in a move to strengthen its position in the European Common Market's household appliance industry. Philco already has arrangements in Italy, Britain and Switzerland to exploit the relatively unsaturated appliance market in Europe.

N.Y. Publicity Course Set

The 25th course in "Publicity & Public Relations Techniques," sponsored by the Publicity Club of New York, starts Jan. 31 and will run for 11 successive weeks from 6:30-8:30 p.m. The cost is $25. Applications are available from the club, at 52 Vanderbilt Ave.

SPECIAL ANNOUNCEMENT

EFFECTIVE JANUARY 1st 1961

Cash Discount Eliminated and
a Straight Commission of

17%

granted to enfranchised
ADVERTISING AGENCIES

LA PRESSE

MONTREAL, CANADA

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1960 49,928

HELP WANTED

SPACE SALESMAN

Opportunity in Chicago for aggressive, hard-hitting space salesman to cover midwest states for established business publication. Draw plus commission plus all benefits. Send resume.

Box 4465, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXPERIENCED ADVERTISING SALESMAN

Leading publication in construction and industrial field has desirable opening in Midwest. Compensation in $10,000 range, plus bonus to man who can take over and manage going territory. Excellent opportunity for growth as well as management possibilities. Age 30-35. Good background in industrial or construction market preferred. Send full resume to:

Box 4472, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING WRITER

Advertising Department of Collins Radio Company seeks experienced copywriter who can translate his many ideas into practical applications in magazine advertising and sales literature on electronic equipment. This man, with ad management potential, may advance to assume full direction of a product line advertising program. Aviation or electronic background helpful but not required. Send samples, resume and salary requirements to: **Collins Radio Company, Attn: T. L. Huebsch, 5200 C Avenue N.E., Cedar Rapids, Iowa**

ADVERTISING SALESMAN

Unusual opportunity for experienced man desiring new challenge. Actual Specifying Engineer Magazine, after 2½ years of steady growth—up 51% for one of the greatest business paper gains in 1960—is expanding its Chicago sales staff. The man we seek for this position will cover a midwest territory out of our Chicago office. He must have the know-how to assume $50,000.00 in billing and should provide evidence that he is a new business producer. Interviews will be conducted January 30 through February 1. **Telephone Werner Ellman or L. Brunner, Calumet 5-1800 for appointment.**

BETH TURNBULL NEEDS:

1. Art Directors—Industrial and Pharmaceutical accounts—in and out of town.
2. Men and Women for Production Art.
3. Creative Layout artists with retail agency and studio experience.
4. Experienced retouchers-B&W and Color.
5. Many apprentices

BARNARD PERSONNEL
220 South State St., WA 2-2306

HELP WANTED

"**NER**" describes hundreds of $7,000-$35,000 Executive job openings monthly. Write for free copy. **National Employment Reports, 20 E. Jackson, 902-G, Chicago 4.**

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
154 E. Erie St., SU 7-2255, Chicago.

COPYWRITER WITH REAL GROWTH POTENTIAL

Our client is a stable, well established, solidly growing, moderate sized advertising agency. They seek a well above average, bright, reliable man with two to five years foundation experience in advertising for a key position leading to account executive responsibility with a variety of consumer and industrial clients. Man selected must have proven ability to write clear, hard pulling copy. He will be developed for responsibilities in other phases of agency operations as fast as he can accept them with direct sharing in agency income. Starting salary $150/week, with assured increases consistent with growing competence. Please submit resume in complete confidence.

John W. Willard & Associates
753 James St., Syracuse, N.Y.

MOLENE PERSONNEL SERVICE

publicity .... editors
adv. managers .... copywriters
Artists ...... media ...... production ...... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

POSITIONS WANTED

WRITER seeks career position in industrial publicity, adv. or sls prom. Commuting distance of NYC ONLY. Agency and comp. exp.

Box 4475, ADVERTISING AGE
630 Third Ave., New York 17, New York

Ambitious, conscientious, experienced young man (30) with nine years well-rounded advertising agency experience in production, service and account executive level. Have carried advertising campaigns to fruition in consumer and industrial agencies. Possess administrative ability and can create ideas. Seek job with future and realistic salary. Available Feb. 1.

Box 4476, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLIC RELATIONS OR EDITOR

3 yrs. editor external hse. organ. Exp. in PR, reporting, feature & copywriting & layout. B.S. in Jour., N.U., F, Age 23.

Box 4477, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Procter & Gamble

A Career Opportunity In Marketing Management!

To qualify, you won't need specialized experience or schooling, but you must be a special type of man. You must have the ability to work smoothly with many types of people . . . the desire to assume important responsibility quickly . . . and a broad interest in advertising, sales promotion and marketing.

In short, you must be "promotable." Procter & Gamble's dynamic growth and expansion is continually creating executive positions that can be filled only from within (a strict P&G policy). That is why new men are given individual on-the-job training so they can accept responsibility immediately.

You would join a small group marketing a leading consumer product on a nationwide scale. You would be working with experts in P&G and our advertising agencies on marketing strategy and advertising execution, sales promotion, product development and financial planning.

If you have a good college background, and are confident of your business ability, imagination and good judgment, you should consider yourself a logical candidate for one of these career opportunities.

MAIL THIS COUPON TODAY FOR FURTHER INFORMATION

Mr. H. H. Wilson Jr.
Procter & Gamble, Dept. AA-123
P.O. Box 599
Cincinnati 1, Ohio

Please send me information on career opportunities in your Advertising Department and enclose an application form.

I received a ________ from ________ in ________
(degree) (school) (year)

NAME ____________________

ADDRESS ____________________

CITY ____________ **STATE** ____________

POSITIONS WANTED

Ambitious, creative minded young man seeks position in contact work with progressive advertiser or agency. 1 yr. sales, 1 yr. agency experience. Single, 25, coll. grad. Will relocate.

Box 4473, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

GIRL MAJOR IN FRENCH, MASTER'S DEGREE, minors in Spanish and journalism, wants to work for agency, advertiser, or publisher where languages, creative flair, and urge to achieve will count. Single, 23, prefers Chicago area but is unrooted.

Box 4474, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPACE SALES—A/E—AD MANAGER

Just sold own flourishing publ. rep firm (trade & consumer). 14 yrs sales-creative copy-admin. exp. AtoZ NYC; relocate; 35.

Box 4478, ADVERTISING AGE
630 Third Ave., New York 17, New York

Just a letter (and a 4¢ stamp) gets you the complete story. 8 yrs 4-A Agencies—copy/contact, publ, media, prod. Layouts, too. Young (31), adaptable. Agcy or Mfgr. Family, college. Now empl NYC. Relocate?

Box 4479, ADVERTISING AGE
630 Third Ave., New York 17, New York

MERCHANDISING & MARKETING MAN

Top sales promotional record combined with proven creative & Merchandising ability 6 yrs with leading Nat'l Bldg Mat'l Mfr. 30, ambitious, alert aggressive with BA Degree. Experience in marketing, developing merchandising and adv. programs. Wants challenging opportunity with Agency or Mfr. in Merchandising. Married, 1200+

Box 4480, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

"I'LL DIE WITH MY EYES OPEN"

So died a patriot . . . and so might die your ad campaign. Need some imaginative art and copy? Try us. We'll breathe life into your ads. We're experienced free-lancers specializing in tough ad problems. Write to: **Box 1503, Detroit 31, Michigan**

BLUE CHIP BRANDS EXPERIENCE

Versatile ad man. MBA in marketing. Extensive background with top ten agency as Research Director, Media Director, Account Manager. Client experience at executive level with top national advertiser.

Box 4481, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AD MANAGER COPY-CONTACT

Strong on creative, sales promotion, 16-yr. advertising careerist seeks right opportunity to plan, supervise and create quality advertising. Appliance, soft goods, retail and agency experience.

Box 4492, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FREE LANCE WRITING. Any direction. Creative and experienced. Editor and ad agency exec. Jean Van Winkle. CLinton 4-4344 (L.A.) or

Box 27R936, ADVERTISING AGE
4041 Marlton, Los Angeles 8, Calif.

ADVERTISING MANAGER:

●

Major manufacturer of petroleum marketing equipment in Michigan requires alert young man with knowledge of industrial marketing and successful experience in advertising and sales promotion fields. Ability to develop publicity and prepare sales literature, sales presentations and display material. Manage department and coordinate preparation of campaigns with advertising agency. Applicant will be required to give evidence of creative ability in solving problems. Excellent development and growth potential for able assistant manager seeking advancement. Salary depending upon qualifications. No application will be considered unless it is in the form of a resume, together with full details of past experience, employment and salary. Replies will be held in strict confidence.

Reply to:
Geyer, Morey, Madden & Ballard
595 Madison Avenue
New York 22, N.Y.
Attention: Mr. D. N. Harris

POSITIONS WANTED

SPACE SALES

Creative consumer and trade magazine salesman looking for top sales or management spot. Eleven years experience in media and product sales, promotion and administration. Six years on present job. Interested? Write—for resume.

Box 4482, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

DON'T HIRE THAT NEW AD MAN

if all you need is occasional free-lance copy service. Industrial, agricultural, consumer advertising prepared for trade magazines, direct mail, catalogs. No extra charge for rush jobs. Experienced.

Box 4483, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WRITER—FREELANCE

Food—Fashions—Hard Lines. Top National Accounts & Agencies Experience. Original—Dependable—Reasonable

Box 4484, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Advertising/Marketing
EXECUTIVE MANPOWER SHORTAGE?
WOMANPOWER MAY BE THE ANSWER!

Specialist in marketing products to women seeks new opportunity. Nine years experience in advertising, merchandising, research. Write to:

Box 4485, ADVERTISING AGE
630 Third Ave., New York 17, New York

ART DIRECTOR—LAYOUT MAN

8 year exp. in retail & ind. agency. Crisp modern layouts, finished art, handle complete production in all media. Organize & supervise. Chicago location.

Box 4486, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

OUR LOSS—YOUR GAIN

One of the world's best-known and most respected firms finds it necessary to drop a "heavy" post from its organization chart. We regret losing this executive because he's a real performer.

He wishes to return to agency environment as account executive or supervisor on farm, industrial or construction markets.

Not a newcomer to five figure earnings, he is married, age 39 and well-liked. If you have a spot for him, write "Vice-President",

Box 4487, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

I'M YOUR AD-TV GAL IN CHICAGO!

Young, creative, capable. Agency, AM-TV, & PR experience . . . a self-starter, full of ideas, strong on planning & follow-thru, & good eye for layout, copy, media, & budget. **LOOK NO FURTHER (Bayport 1-3817)**

SENIOR SPACE SALESAN
READY FOR FINAL MOVE

Now with consumer publication in highly competitive field. Excellent sales record on both consumer and business papers. Prefer sales administrative post with progressive publishing organization. Willing to relocate.

Box 4493, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Can be valuable **office assistant** to busy executive who needs young, capable ad-gal with business head. Agency, radio-TV, & P.R. experience. No steno. **Chicago.**

Box 4494, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPYWRITER—Lawyer

Talented copywriter, 35, with a legal training to analyze problems & imagination to write exciting copy, prefers sunny clime. Now writing for midwest publisher. In five figure bracket & available.

Box 27R900, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

ADVERTISING-MARKETING EXEC.

13 years in pkg. goods and other cons. prod. Able planner and doer; creative in all phases of market programming; depth in field mdsg., agency operations.

Box 4357, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

VALUABLE PROPERTY FOR SALE

Attention: Small, growing agencies—here is your chance to own part of a future 4-A agency copy chief. Excellent growth potential in this young (26 yrs. old) apprentice copywriter. No previous agency experience but strong background in book publishing and retail selling fields. Also some experience in radio copywriting. This single, but stable young man shows maturity, intelligence, and a strong creative sense. In stocks and bonds the wise investor picks the ones that will grow. Invest in this young copywriter. His growth will be your growth.

Box 27R906, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

1-MAN ART DEPT. AVAILABLE

for small agency or company appreciating ideas, design, type, sales-sense, money-saving know-how. 4A-proven trade and consumer ads. Company-proven promotion.

Box 4491, ADVERTISING AGE
630 Third Ave., New York 17, New York

REPRESENTATIVES AVAILABLE

CALIFORNIA REPRESENTATION Now available from new rep firm, with experienced personnel. Offices in L.A. and San Francisco. **Write: "Manager" Suite 101, 345 S. Doheny, Bev. Hills, Cal.**

TOP CALIBRE PUBLISHER'S REP.

wants to add one more high quality trade publication. Full midwest coverage.

Box 4488, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Experienced Publisher's Rep. Chicago area. Available to represent additional pubs.

Box 4467, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

ESTABLISHED National Magazine in specialized sport field for sale. Outgrown owners.

Box 4489, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

WANT TO BUY
TRADE PUBLICATIONS

Large, small, profitable or not. Responsible clients seriously interested. Write in confidence. **C. K. Feinberg, Publications Broker, Box 1036 Newark N.J.**

WANT TO BUY
TRADE PUBLICATION

Please send particulars in strictest confidence.

Box 4490, ADVERTISING AGE
630 Third Ave., New York 17, New York

MISCELLANEOUS

PARIS: SUMMER RENT

8 Rm. apt. Garden, balconies overlooking park. 20 min. Concord. Lovely furnishing TV, Hi-Fi, Wash. Mash. Billiard. Magnif. French cook/maid included. $350. **Roberts 17 Belle Gabrielle Nogent S/Marne**

ENGINEERS AT THEIR HOME ADDRESS. Over 125,000 Select by types. On Speedaumat Plates. Lowest rates. **DECISION, INC. 4617 Red Bank Rd., Cincinnati 27, O. BR 1-3200**

CAREERS IN PHOTOGRAPHY

Authoritative and Current Booklet. Send 50¢ for postage and handling.

Famous Photographers, Inc.
225 Broadway, New York 7

OPPORTUNITIES FOR WRITERS

Increase your earnings by writing for free lance markets. Send for Free Personal Report and sample copy of nation's largest magazine for writers.

WRITER'S DIGEST
22-25 E. 12th St., Cincinnati 10, Ohio

FREE LANCE COPY, LAYOUT, PROD.—ads, catalogs, folders, corp., brochures. Versatile pro, imaginative. Consumer, retail, indust., corporate. Idea-to-finish. Reasonable.

Box 4495, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

WEST COAST TV PRODUCER

Seeking Position wtih Natl. Adv. Agency

10 years experience television, motion picture industry. Producer top-rated network show; producer-writer major studio pictures. 6 years copywriter/account exec. national accounts major Eastern 4A agency.

Must offer creative opportunity, executive responsibility in areas of screening, analyzing, recommending, buying shows for clients; working with producers on current programming; developing new shows; dealing with networks, agents, packagers.

Complete knowledge all phases West Coast production; studio operations; writers, producers, directors. Member WGA, SPG. Represented by major talent agency. Will locate New York, Chicago, Hollywood.

Reply Box 27 R 984, ADVERTISING AGE
4041 Marlton Avenue, Los Angeles 8, California

Available February 1st

CREATIVE ART DIRECTOR

". . . the kind of design taste and sales sense that allows clients to sleep at night knowing their accounts are in good hands . . ."

I am now head of art department in medium size agency noted for its creative work. I can originate and develop ideas, or quickly grasp another's idea and translate it into productive advertising; direct and spark people; work well with clients; administer. I am looking for a company who can use a creative designer and thinker with 10 years of AD experience. Would consider agency, studio or corporation. $15M. Resume and samples on request.

Box 564, Advertising Age
630 Third Avenue, New York 17, New York

HAVE BRAIN WILL TRAVEL
Senior AE with outstanding creative, copy, selling experience looking for greater opportunity . . . AGENCY or ADV/PR DIRECTOR OF CORPORATION. East or native midwest. Salary depends on opportunity.
Write; you will profit in results.
Box 559, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

the copy shop
MU 3-1455
270 madison/ny 16
Copywriting Studio
Confidential Work
Add 26 copy experts to your staff—but not to your payroll—get a top creative team for a pre-agreed per-job fee.
Persuasive Communication
any kind — any medium

LAYOUT ARTIST
Good design with some medical, pharmaceutical background. Attractive salary and fringe benefits including pension plan. Send complete resume.
Hutchins Advertising Company
c/o Art Director
42 East Avenue
Rochester 4, New York

DON HARRIS NEEDS:
. . . this week only a media man not in his files for this unusual fee-paid Pacific Coast job previously advertised, now open again because a man's wife decided not to relocate.
PRINT MEDIA DIRECTOR PLUS. Strong enough in broadcast to be promotable soon to all-media director. Major-accounts Coast branch of very major agency. $14M.
DON HARRIS, DIRECTOR
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago. WA 2-9400

SALES PROMOTION MANAGER
Our client, a leading pet food manufacturer and distributor, seeks a top flight man to direct sales promotion and merchandising activities. He must be an idea man with a highly creative flair for merchandising to the grocery trade. He must have a **proven** experience record and know the grocery retail business. Midwest location. Salary open. In confidence send detailed resume to:
ASSOCIATED MANAGEMENT CONSULTANTS
105 W. Adams St., Chicago, Illinois

INDUSTRIAL COPYWRITER
Chicago AAAA agency needs experienced industrial copywriter. Main requirements: (1) eagerness to dig out the facts, (2) imagination, (3) ability to write clearly, and (4) common sense. Right man can move up to Assistant Account Executive and on to Account Executive. Building or construction material background desirable, but not a must. Send work samples (which will be returned), and resume.
Box 566, Advertising Age
200 E. Illinois St.
Chicago 11, Illinois

SEEKING SALE OR MERGER
Multi-million dollar profitably operated Chicago ad agency interested in determining what growth and profit opportunities exist in joining forces with large National agency. Write in complete confidence. No brokers.
Box 561, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

We have three immediate openings for:
TECHNICAL PUBLIC RELATIONS WRITERS, ACCOUNT EXECUTIVES
If you're an engineer (chemical, electrical, mechanical/automotive), with public relations or magazine experience, we'd like to explain the opportunities for you in one of three new positions in our Chicago office. It's your chance to apply your specialized technical skills immediately and broaden your know-how and experience as an important member of one of the nation's most progressive and fast-growing communications agencies. Salary open. Resumes kept strictly confidential. Address inquiries promptly to:
BURSON-MARSTELLER ASSOCIATES
185 North Wabash Avenue
Chicago 1, Illinois
RAndolph 6-4120
NEW YORK — CHICAGO — PITTSBURGH — TORONTO

Clemens Joins Biddle

Kurt J. Clemens, formerly with Pfizer Laboratories, J. B. Roerig Co., Lewis & Gilman and Harry C. Phibbs Advertising Co., has joined the Chicago office of Biddle Co. as account copy supervisor in the pharmaceutical section.

Pacific Electro to Bonfield

Pacific Electro Magnetics Co., Palo Alto, Cal., manufacturer of miniaturized magnetic tape recording equipment, has appointed Bonfield Associates, Oakland, to handle its sales promotion and advertising.

LOW, LOW PRICES
COMPLETE CATALOG PAGES
Copy · Layout · Art
Type · Printing
(or any part thereof)
HOLDEN
AV 2-3367 (Chi.)

MANHATTAN SALES PROMOTION AGENCY NEEDS A SEASONED FREE-LANCE WRITER. Continuing assignments if samples reflect ability to communicate fully. Travel, major appliance, and supermarketing experience helpful but not necessary. Staff moonlighters not acceptable. Send resume or samples to Box 563, ADVERTISING AGE, 630 Third Ave., New York 17, New York

NEW MARKETS FOR YOU
Expanding market in the wholesale and retail field offers tremendous possibilities for increased sales of all types of merchandise. We have the know-how to get your item or line in millions of catalogs retail or wholesale. We can show successful results from those we represent now.
Write: James S. Bryan & Associates
7834 South Shore Drive
Chicago 49, Illinois

BIRCH
Personnel Service, Inc.
The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

SALES PROMOTION DIRECTOR
Experienced with publicity, advert., sales promotional tools and programs to set up operations in aggressive, growing ins. co. Prefer college grad., under 35, with ins. exp. Growth opportunity in small midwest city, adjacent to a lake. Send resume including present earning and salary expected to Box 558, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

Our 50th Year

ART DIRECTOR—mid-west agcy. some work on board	$10,000
COPYWRITER—general—good oppty. medium-size Chi. agcy.	8,000
COPYWRITER—man or woman experience plus "ideas" pref.	9,000
ADV. MGR.—Cosmetic mfr. mail order exp. desirable	10,000

MANY MORE—MAIL RESUME
GLADER CORPORATION
110 S. Dearborn St., CHICAGO, Ill.
Phone: CEntral 6-5353

Top-flight trade association in the building materials field seeks a young, aggressive, versatile writer to be responsible for promotional assignments. The person we are looking for is 25-30 filled with ambition, heavy on ideas and feels right at home turning out bright, lively copy. Salary open.
Box 555, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

Adman in the News . . . Russell E. Scofield

Russell E. Scofield

It was a lucky day for newspaper advertising when Russell E. Scofield, advertising director of the *Miami News* and the new president of Newspaper Advertising Executives Assn., decided to give up one-night stands in favor of selling space.

Mr. Scofield, a former professional guitar and banjo player, dropped out of Heinie's Royal Orchestra, a Chicago jazz band, to take a job as a classified advertising salesman for the *Sun*, Waukegan, Ill. Although he loves music and bands, he describes the music business as "not a business for serious people."

Born in Traverse City, Mich., Mr. Scofield attended schools in Michigan and is a graduate of Michigan State University, where he majored in liberal arts. He learned to play guitar while in high school and joined Heinie's swinging group after graduation from MSU.

After 18 months with the band, he joined the Waukegan daily in 1929. A year later, the *Sun* was consolidated with the *Waukegan News* and he moved to the *Record-Herald*, Wausau, Wis., as a retail ad salesman.

■ In 1934, Mr. Scofield joined the *Lexington Herald-Leader* and was promoted to advertising director of the daily in 1936. During his 25-year stay in Lexington, Mr. Scofield, among other things, founded the Century Club, an exclusive club of 100 married couples who hold formal dances and hire top "name" orchestras for their parties. He accepted his present job with the *Miami News* in 1959.

One of Mr. Scofield's primary goals as president of NAEA is to improve the selling techniques of newspaper salesmen. "We are learning the importance of improving our selling methods," he said. "At home, and throughout the country, newspaper advertising executives must train people to be fully prepared to sell all the basic and factual advantages of newspaper advertising.

"This goes farther than quoting circulation figures; an advertiser is entitled to know how his copy and schedule fit into a particular newspaper and local market. We know the newspaper is the basic advertising medium; we also know, when properly used, it can sell goods, sell services, sell anything, but some advertisers—particularly in the national field—have not been convinced of this. Herein lies our greatest challenge; to develop mature, knowledgeable, aggressive and intelligent selling of the medium!"

■ The NAEA head feels that newspapers must learn more about their advertisers' businesses. "Retailwise," a new selling program to help dailies sell retailers more effectively will be unveiled at the next NAEA convention, he said.

He also thinks that NAEA must do a better job in convincing high schools and colleges of the importance of the business and advertising ends of the newspaper field.

On the touchy subject of discounts to national advertisers, Mr. Scofield neatly dodged many of the questions put to him but he did admit that there is a strong trend toward more newspapers allowing such discounts, and he felt that the trend probably will continue. (His own newspaper, the *Miami News*, adopted a bulk discount plan as of Jan. 1.)

Mr. Scofield, 57, is married to the former Doris Nunnelley; they are parents of two married daughters and reside in Coral Gables, a Miami suburb.

In the line of hobbies, Mr. Scofield lists "Dixieland and middlebrow music, playing poker, making rosaries and, for exercise, riding a bicycle." He also plays guitar for his own amusement and maintains a large collection of jazz records. His prize record, an original, is "In a Mist," a real collector's item which features the immortal trumpet player, Bix Beiderbecke.

The newspaper executive has been a member of NAEA for more than 20 years. He also is a member of American Newspaper Publishers Assn., Southern Newspaper Publishers Assn. and the Miami Sales Executives Assn. #

Kramer Joins Goodman

Stanton Kramer has been appointed exec vp of Goodman Organization, Los Angeles. He formerly was director of advertising and public relations for the western division of ABC-TV.

Gray Moves in Tampa

Gray Advertising Inc. has moved its Tampa, Fla., office to larger quarters at 1039 S. Clearview St.

Borden Launches New Product

Borden Foods Co., New York, has introduced a new convenience potato product, Quick Cook Potato Slices. Each 8 oz. package contains enough slices for 10 servings of potatoes. Introduction of the new product will be supported by a full-scale four-color advertising campaign. Kicking off the push will be ads in the Feb. 24 and March 17 issues of *Life*, the May issue of *Better Homes & Gardens* and the April issue of *McCall's*. During the introductory period, there will be special trade and consumer price incentives. Young & Rubicam is the agency.

Feldman Sells KLAD Interest

The Federal Communications Commission has authorized Myer Feldman and his associates to sell their interest in KLAD, Klamath Falls, Ore., to Ogden Knapp for $175,000. Mr. Feldman has been named assistant to Theodore Sorenson, a White House special counsel.

Mrs. Schroeder Joins Best

Mary Agnes Schroeder has joined Gordon Best Co., Chicago, as creative group supervisor. She formerly was at Tatham-Laird and North Advertising, both of Chicago.

Fast action FORMULA

Shake up a few choice words for a low-cost (min. $5) message in The Advertising Market Place . . . serve it in the next issue of Ad Age—and watch the action! Your message gets results because it's read by over 177,000 top marketing men with authority to make immediate decisions. Try it.

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of **$18.75** per column inch, and card discounts, size and frequency apply.

I am enclosing $__________

My Name__________

Street__________

City__________ Z____ State__________

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St.
Chicago, Illinois
4041 Marlton Avenue
Los Angeles 8, Calif

That's the direction more than 190,000 agency personnel and advertiser readers will be looking when over 50,000 copies of Ad Age's 17th Annual Advertising Agency Issue are delivered on Monday morning, February 27.

This is the big issue that commands the attention of the advertising marketing world with its copyrighted billings report on over 600 agencies—the profiles of each major agency, its account changes and losses for the year, personnel shifts—the agency outlook for the future.

This information is available nowhere else or in any other form. That's why it is the best read single issue of the year. It contains information that is quoted, reprinted and referred to all year long. It follows then, that most of the men who are responsible for advertising expenditures will be reading the Advertising Agency Issue.

Knowing what kind of readership this issue is sure to get it's no wonder that more and more advertisers (205 last year) agree that promotion representation here assures "rush hour" traffic for their media and services among the people they most want to influence.

If you want to direct "one-way" attention to these top advertisers and agency people, here's the year's best opportunity to get and hold their interest. Plan now to be present in the big Advertising Agency Issue. Closing date is February 15.

Advertising Age

This Issue $1 a Copy

NEW YORK 17

Second Class Postage Paid at Chicago Ill. Copyright 1960 by Advertising Publications Inc.

THE NATIONAL NEWSPAPER OF MARKETING

'We Were Fired': Brown

Robertson Takes Babbitt Along as He Rejoins Geyer

Colgate Alumni Split as $2,000,000 Account Leaves Brown & Butcher

New York, Feb 26—B T Babbitt Inc announced today that after "amicable discussion", with its agency and with the latter's "full agreement," it was switching its account to Geyer, Morey, Madden & Ballard, effective May 18.

The losing agency, Brown & Butcher, said "We were fired, and we haven't been told why."

● The new agency immediately announced that Ralph C Robertson, formerly Babbitt advertising director, was returning as senior vp, a member of the board of directors and Babbitt account supervisor.

Babbitt's announcement said it needed "an agency that would serve both as advertising agency and the company's advertising department. Such an arrangement has been agreed upon."

Sam Ballard, president of Geyer, Morey, said there was some confusion in that statement and that actually only Mr Robertson, and possibly his secretary, would be moving to Geyer.

Exactly two years ago—a week after Brown & Butcher was named to the account and two months after Marshall S. Lachner was

(Continued on Page 8)

When Is a Priority? . . .

Democrats Find TV Order Forms Are Hard to Get

'Why Don't You Flip Coin with GOP,' Is Suggestion of CBS, NBC

New York, Feb 26—The story of the Democrats' effort to get the jump on the Republicans for a choice hour of tv time on election eve next fall would make fascinating reading for a congressional committee.

This behind-the-scenes struggle for the last word on the night before the voters name a new President came into the headlines (AA, Feb 22) when CBS announced it will only accept orders for political broadcasts on an exclusive basis. At the time it was revealed that the Democrats and the Republicans had both made a request for 11 p.m. to midnight Nov 7 on all three networks.

The question of who will actually get this hour is still very much up in the air, while the future remains in doubt, past de-

(Continued on Page 209)

Fresh!

Brach's Candy

GOODIES—E. J. Brach & Sons, Chicago, will spearhead its biggest summer candy promotion drive with this color page in Life May 19 and May 26, and in This Week Magazine June 12. In-store display material will tie in. Tatham-Laird, Chicago, is the agency.

ABC Is 'Logical' Initiator of Talk on Circulation: ABP

ABP Statement Says Group Still 'Dedicated to Paid Business Papers'

New York, Feb 24—Associated Business Publications has issued a statement in which it suggests that the Audit Bureau of Circulations "initiate formal discussions which could lead to further standardization and comparability between terms and methods used in reports" of paid and free, or controlled, circulations.

The ABP proposal, made because of "widespread discussion" of the subject, cautioned that the move "should never lead to the qualitative reporting of paid circulation and non-paid distribution on the same form and under the same symbol in a manner that could make them indistinguishable." ABP added that it intends "to remain an association dedicated to servicing and promoting paid circulation business papers."

On Feb 1, Nelson Bond, presi-

(Continued on Page 214)

It's a Whopper

This is the biggest issue of Advertising Age ever published—218 pages. It is a record issue in many other ways. It carries a record 157 pages of advertising. It represents the largest press run ever ordered for one issue—52,000 copies (part of this number will go to fill orders for extra copies, which are priced at $1 because of the bulk of this issue). And it covers billings of the largest number of agencies ever reported, 629 agencies, including a record 508 domestic and a record 121 foreign agencies.

629 Agencies Billed $5.4 Billion in 1959; 39 Topped $25,000,000

JWT's $328,000,000 World Billings Is Tops, McCann-Erickson Leads at Home with $231,000,000 Domestic Total, Dentsu High Abroad in 16th Annual AA Tabulation

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By John Crichton

New York, Feb 25—In this issue of Advertising Age the 1959 billings of 629 agencies are reported, a group which has aggregate billings of $5.4 billion.

Last year we reported on the billings of 560 agencies, including 72 agencies whose home offices are in foreign countries (this year the foreign total is 121 agencies). The agency reports vary from agencies billing more than $300,000,000 a year to agencies billing less than $100,000 a year.

This year international billings again showed more dramatic growth than domestic billing, a trend AA commented upon a year ago.

● This year's report carries more giants—agencies billing $25,000,000 or more a year—than any previous report. There are 39 agencies in this group, six more than last year. In total they billed $3.1 billion, compared with $2.7 billion for the 33 agencies in 1958.

These giants of the agency world continued to dominate the advertising business, although their percentage domestic increase in billing was relatively small during the year, with two

Alphabetical Index to Agencies on Page 2

notable exceptions—D'Arcy Advertising Co. and Tatham-Laird. D'Arcy recorded an estimated 30% gain in billing, Tatham-Laird's gain was around 70%.

During the year seven new agencies moved up into the top bracket—Doherty, Clifford, Steers & Shenfield, Gardner Advertising Co., Doyle Dane Bernbach, Geyer, Morey, Madden & Ballard, Ogilvy, Benson & Mather, Fletcher Richards, Calkins & Holden, and Tatham-Laird.

Nevertheless, the growth of the top bracket agencies is a postwar phenomenon. There are now 85 agencies billing $10,000,000 or more in the U.S. and Canada. In 1946 there were 31, in 1950 there were 45.

In this year's report there are two agencies billing more than $300,000,000, there are four over $200,000,000, and nine over $100,000,000. There are 18 over $50,000,000; in 1946 there were five.

● In this year's report, the median agency in the over-$25,000,000 group billed $45,400,000. This figure, somewhat lower than 1958's, when the median was $60,000,000, reflects the addition of a number of agencies at the lower end of the bracket.

As it has for the last few years, the report reflects the growth of agencies by *merger* and by *international expansion*. Last year more agencies made international acquisitions or established offices abroad. More agencies are discussing international connections, and it is quite probable that the decade of the '60s will be marked by the movement of American agencies to other parts of the world. The reasons for the expansion are varied: in many cases it is to service clients already handled in the U.S., in others it represents a source of profit and growth potential which is enormous, as more countries become industrialized and become profitable markets.

● Only one agency which appeared in last year's report of the top group is absent this year—Kudner Agency. Of the rest of the group only Grant Advertising showed a slight decline in billings. In 1958, a third of the agencies showed losses from the preceding year. This reflected the general recovery of the last half of 1959, the better

(Continued on Page 54)

IAA Convention in Caracas . . .

Like U.S. Agencies, Latins Haunted by Commission, Rate Card Problems

Venezuela's Pietri Gives 'Keep Out' Warning to Non-Native Agencies

By Milton Moskowitz
International Editor

Caracas, Feb 24—Some 175 delegates from 19 countries convened here this week for the first Latin American convention of the International Advertising Assn.

With Latin American ad expenditures now approaching the half billion dollar mark, interest in the convention was high. The three-day session, which closed today, was marked by spirited discussion of the agency commission system, the failure of media to stick to rate cards and the need for standardized practices.

A strong undercurrent of nationalism also punctuated the meeting. Latin American admen conceded their debt to the U.S., but they stressed they must "take our own road."

● This theme was sounded in a keynote address by Dr. Arturo Uslar Pietri, director of Publicidad Ars, which claims to be the

(Continued on Page 214)

Last Minute News Flashes

Brunswick Holds Talks with Six Agencies

Chicago, Feb 26—Brunswick-Balke-Collender Co. is reviewing its advertising program for bowling and billiard products and currently is talking to six agencies, including McCann-Erickson, its present agency. Other agencies reportedly in the picture for the $1,000,000 account are Leo Burnett Co., Tatham-Laird, North Advertising and Earle Ludgin & Co.

Chunky Chocolate Moves to Doherty, Clifford

New York, Feb 26—Chunky Chocolate Corp. has switched advertising for its Chunky, Bit-O-Honey and Old Nick candy bars from Grey Advertising Agency to Doherty, Clifford, Steers & Shenfield Inc. The account bills an estimated $400,000.

Liebmann, AMF Join in Beer-Bowling Campaign

New York, Feb 26—Liebmann Breweries and American Machine & Foundry Co. have linked up for a concentrated ad and promotion campaign boosting beer (Rheingold) and bowling (AMF pinspotters). The campaign, scheduled to kick off in March in northeastern markets, will use newspapers, magazines, car cards and outdoor advertising. Foote, Cone & Belding, New York, agency for the brewer, is handling the campaign.

(Additional News Flashes on Page 209)

1 Year (52 issues) $3

ABC ABP NBP

EDITORIAL OUTLINE FOR THE 17TH ANNUAL ADVERTISING AGENCY ISSUE

1 A detailed listing of the estimated 1960 and 1959 billings of all agencies billing $5,000,000 or more in the U.S. and Canada.

2 A record of the past ten years: A list of each year's billings from 1950 to 1960 for each agency billing $10,000,000 or more in 1960.

3 A list of billings of all agencies which billed less than $5,000,000 and which reported their 1960 billings to Advertising Age.

4 A review of each reporting agency's operations, including new accounts, lost accounts, number of employees, and a forecast of 1961 billing by the agency. For a substantial number of agencies, a media breakdown of billings will be listed.

5 A list of estimated international billings of top agencies.

6 A "review of the agency year," analyzing news highlights of the year in agency circles and reporting on mergers, realignments, formation of new agencies, etc.

7 Charts and graphs of various aspects of agency operations such as average agency net profits after taxes over the past ten years, shown as a percentage of income and broken down by size of agency.

8 Billings of foreign advertising agencies in many parts of the world, along with a review of each agency's operations, new accounts, lost accounts, etc. Last year's report covered 121 agencies in 26 countries, and the number is expected to be larger than ever this year.

9 Index to all agencies listed, for quick reference.

Advertising Agency Issue
February 27
1961

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
630 THIRD AVENUE • NEW YORK 17, NEW YORK

Newspaper Admen Accord Standing Ovation to Shell

(Continued from Page 1)

Shell with the newspaper ad executives is simple. Shell announced last November that it would spend all of its $13,000,000 advertising budget in newspapers this year—a huge shot in the arm for the industry.

■ At the Shell presentation, Mr. Elliott told NAEA members that newspapers on Shell's schedules have been asked to do only two things: Publishers of each daily should send a letter to all Shell jobbers and dealers in their areas, and newspaper representatives should make personal calls on dealers.

The two purposes of the personal calls, he said, are to explain the Shell newspaper push to the dealers, and to gather information for use by Shell and OB&M. Call reports on the various stations will be filled out by the newspaper salesman, Mr. Elliott said.

Mr. Martineau said that his company has received many merchandising ideas and promises of support from newspapers.

■ The support offered by the dailies is directed in three main directions—the general public, the dealers, and the dailies' own employes—Mr. Martineau said. He said that many newspapers are supporting the Shell ad campaign with editorials, feature stories, promotional ads and other methods.

Mr. Martineau stressed that the success of the campaign lies primarily with the dealers. He urged newspapers to make frequent personal calls on dealers and to keep them posted on new developments in the year-long push.

The Shell executive said that many dailies have already done an excellent job in indoctrinating their own staffs about the Shell promotion. He added that many newspaper employes are directly supporting the campaign by obtaining Shell credit cards and he pointed out that one newspaper has increased its patronage of Shell gasoline for its trucking fleet.

■ At the conclusion of the Shell meeting, which was directed by the Bureau of Advertising, representatives of some eight segments of the newspaper field came to the microphone and pledged their full support of the promotion.

Jack Kauffman, vp in charge of sales and marketing of the BofA, told NAEA members that the BofA "makes no claim for having recommended or sold Shell this campaign, but we have been working with Ogilvy very closely." He went on to say that the BofA had put on a presentation for OB&M last year (the same presentation that it put on for Gulf Oil).

■ Charles T. Lipscomb Jr., president of the Bureau of Advertising, told the convention that the National Sales Force, composed of some 100 sales teams of BofA and American Assn. of Newspaper Representatives salesmen, made 30 presentations to key national target accounts during 1960 and it will make 35 more presentations this year.

Mr. Kauffman, vp in charge of sales and marketing for BofA, said there are 123 national sales force targets in the U.S. which represent a potential of more than $200,000,000 in newspaper space.

He added that there are 132 AANR salesmen from 37 AANR companies who are working with BofA salesmen to sell the target accounts.

■ Harry Harding, exec vp of Young & Rubicam, and chairman of the American Assn. of Advertising Agencies, centered much of his speech on what newspapers can do to attract more national linage.

He suggested that newspapers could stand improvement in both editorial content and methods of establishing rates, particularly in the field of discounts.

"You are not just competing against other newspapers," he said. "The newspaper management that cannot see its universe for its own rate card runs the risk of nibbling itself to death. By separately taking tiny, temporary advantages, newspapers might run the risk of dividing less and less until there is nothing for all.

■ "We need ideas from you," he continued, "new ideas on how to keep newspapers competitive with other media, on how to insure reasonable discounts adapted to the frequency and volume practices of national advertisers.

"We need clearly stated specific definitions of such discount structures in all rate categories—local or distributor, general or national. We need ideas on how to apply rates consistently so as to avoid discrimination."

Mr. Harding also suggested more "clearly stated" rates on newspaper color, "with acceptance (by publishers) of a greater variety of unit color sizes and wider ranges of dates and positions."

He also urged newspapers to provide more flexibility in positioning ads, and to furnish more nuts and bolts research data on newspaper readership and markets.

Finally, Mr. Harding said there is "still a little more work to be done" on the 2% discount. "Prompt payment was a virtue even before Benjamin Franklin," he said, "and virtue deserves its reward. Would that the difference between virtue and delinquency was never more than 2%."

■ A major reason for the resurgence of newspapers is a "rating revolt," according to H. James Gediman, exec vp, Hearst Advertising Service.

"The collapse of the whole house of statistical cards that has tended to make magazines and air media evaluation an occult occupation, about as valid to the hard-minded sales realist as the divinations gleaned from the entrails of birds, or better still by the ancient practice of crystallomancy, which means, so help me, by spirits seen in a magic lens," Mr. Gediman said.

"There is increasing misgiving about the various program rating systems, a growing incredulity not only about the rating figures themselves, but also about the interpretation and application of them as guides on which to base multi-million dollar decisions.

"What kind of a business is this, anyway?" Mr. Gediman said, warming up in his tirade against tv. "Have you ever known any criterion so generally reviled, so disbelieved and discredited by so many, on both or all sides; by seller, by buyer, by the tv writers and artists themselves, by sociological and psychological observers, yet so universally and spinelessly submitted to as the ratings?"

■ Hobart T. Franks, advertising director, Atlanta Newspapers Inc., predicted that newspapers will be easier to buy for advertisers in the near future.

"There is an industry-wide awareness now of the value of simplifying the physical act of buying newspapers nationally and in arriving at some semblance of similarity in our basic formulae," Mr. Franks said. "If we can be permitted now to work on these problems in counsel and cooperation and partnership we will make good and solid progress in the proper direction.

"But if we are coerced and will submit to coercion, or if we succumb to arbitrary dicta we will devalue our true worth. We must know that the auction block is not a firm or a sound platform from which to conduct either market or media selection, and if we place our product there for barter we will compound confusion and confound all who do not comprehend the jargon of the tobacco auctioneer," Mr. Franks said.

■ Wheelock H. Bingham, president of R. H. Macy & Co., urged newspapers to encourage manufacturers to do more co-op advertising. He also suggested that dailies should carry more product news stories.

Maintaining that news attention to merchandise does not cut ad linage, Mr. Bingham said he felt that "it is far more apt to encourage advertising than take its place."

■ If newspapers are going to attract more national r.o.p. color advertising, they must adopt more uniform rates, according to Matt E. Elder, general advertising manager of the *Tulsa World Tribune*.

"I can easily understand why agencies and advertisers are frustrated when they try to buy r.o.p. color," Mr. Elder said, citing specific examples of the wide differences in newspaper color charges.

He said his newspaper eliminated much confusion when it adopted a flat charge for color ads—$200 for one color, $300 for two colors and $400 for full color—regardless of the size of the ad. He added that his newspaper had increased its revenues from national color linage by $4,200 in the last seven months.

■ Angelo DiBernardo, manager of retail advertising, *Pittsburgh Post Gazette-Sun Telegraph*, said his newspaper experienced a huge gain in real estate display advertising on Saturdays last year after it created a "better living" section.

Saturday real estate display linage last year hit 200,000 lines as compared with 1959 linage of only 10,000 lines, he said. In addition to realtors, he said that appliance and furniture dealers have shown much interest in the new Saturday section.

■ A straight commission plan for newspaper ad salesmen has worked very successfully for the past three years, according to Kenneth L. Brennan, advertising director, *Republican*, Pottsville, Pa.

With his salesmen earning a straight 7% commission on all space sold, all of them have earned at least $1,500 more yearly under the straight commission plan than under the old compensation plan, he said.

■ Russell E. Scofield, advertising director of the *Miami News*, was elected president of NAEA, succeeding Russell W. Young, of the *Seattle Times*. Other new officers include J. Warren McClure, *Free Press*, Burlington, Vt., exec vp; Melvin E. Tharp, *Columbus Dispatch* and *Citizen-Journal*, 1st vp; and Dean J. Wilhelm, *South Bend Tribune*, 2nd vp. Robert C. Pace continues as the association's secretary-treasurer.

Three lifetime NAEA memberships were awarded during the convention. They went to Laurence T. Knott, vp of advertising, *Chicago Sun-Times* and *Daily News*; Herbert G. Wyman, advertising director of the *Toledo Blade* and *Times*; and H. H. MacLean, retired assistant advertising director of Scripps-Howard Newspapers. Messrs. Knott and Wyman are past presidents of NAEA.

■ NAEA awarded plaques to the winners of the 15 best advertising ideas competition. The winning dailies and advertisers include:

Chronicle-Herald, Augusta, Ga., anniversary edition; *Baltimore News-Post* and *Sunday American*, Baltimore Federal Savings; *Columbus Dispatch* and *Citizen-Journal*, Ohio National Bank; *Louisville Courier-Journal*, Civil War edition; *Louisville Courier-Journal* and *Times*, Kaufman's (men's store); *Miami News*, Burdines (department store); *Philadelphia Daily News*, newspaper promotion; *Pittsburgh Post-Gazette*, Hughes and Hatches series; *South Bay Daily Breeze*, Redondo Beach, Cal., South Bay shopping center; *St. Louis Globe Democrat*, Famous-Barr (department store) and Stix-Baer & Fuller; *St. Paul Dispatch*, Schmidt beer; the *Home News*, New Brunswick, N.J., McDonalds' (drive-in); *Seattle Times*, the Captain's Table (restaurant); and *Virginian-Pilot & Ledger-Star*, Norfolk, Va., advertising promotion. #

THE SHELL TEAM—*Cyril F. Martineau (left), advertising director of Shell Oil Co., and Jock Elliott, senior vp and business manager of Ogilvy, Benson & Mather, relax before making talks at the annual Newspaper Advertising Executives Assn. convention.*

Y&R Prefers 15% for 'Many Reasons': Harding

CHICAGO, Jan. 17—Young & Rubicam "believes in the present system of agency compensation, thinks it is the finest system so far developed," and has many reasons to back up this belief, Harry Harding, exec vp of Y&R—and board chairman of the Four A's—told a large NAEA group at a lunch today honoring advertising agencies.

"But that's another speech, to be given at another time," Mr. Harding added. Seated at the speaker's table with Mr. Harding were Cyril F. Martineau, advertising director of Shell Oil Co., and Jock Elliott, senior vp and business manager of Ogilvy, Benson & Mather, New York, Shell's agency. Both Shell and OBM have been prominent in the news lately in connection with a fee arrangement that has been worked out for handling the Shell advertising account.

Pool Industry Ads Dipped Slightly to $10,000,000 in '60

DALLAS, Jan. 17—Three of every four U. S. swimming pool builders and equipment companies did some advertising in 1960—in the total amounting to more than $10,000,000—with classified phone directories and newspapers getting the lion's share. These data were included in the 1961 swimming pool industry market report released last week at the National Swimming Pool Institute's convention and show.

Although the number of companies using each advertising medium, except classified directories and consumer magazines, dropped in 1960, the average budget for every medium increased considerably, said the report, published by *Swimming Pool Age* and *Swimming Pool Data & Reference Manual*.

"Because of the fact that those who did advertise spent considerably more, the total advertising expenditure for the industry was off only slightly in 1960. The 1960 average ad expenditure was $3,990—up $525 over 1959," according to the study. #

Peppy Manny, Moe & Jack to Gumpertz, Bentley & Dolan

The Pep Boys, Manny, Moe and Jack of California, Los Angeles, has named Gumpertz, Bentley & Dolan, effective March 1. The move represents termination of a 29-year association with Milton Weinberg Advertising. According to David Gary, Pep Boys' advertising manager, the company's 1961 budget will be in excess of $300,000, most of which will be used in approximately 40 metropolitan and community newspapers in the southern and central California areas covered by its 43 auto accessory stores.

Jann & Kelley Sets New Posts for Wingate, Slate

Jann & Kelley, Chicago, newspaper representative, is about to name James Wingate administrative manager in its Chicago office, ADVERTISING AGE learned this week; at present he is divisional manager of the company's West Coast and Pacific Northwest operations, and head of the J&K office in San Francisco. Bob Slate, who joined J&K recently, is scheduled to become manager of the San Francisco office.

'Leisure Times' Bows

Leisure Times Enterprises, Atlanta, launched a new weekly newspaper, *Leisure Times*, Dec. 16. The new publication is designed for the town and country clubs in Atlanta. C. Vernon Ayers is editor; Thomas J. Barnette is publisher. Offices are at 1701-2 Atlanta Federal Savings Bldg.

Doughten Forms Own Agency

Thomas P. Doughten, former vp and account executive of Lennen & Newell, New York, has resigned to become president of his own agency, T. Doughten Associates, 30 Bedell St., Freeport, Long Island. The new agency, formed to serve Long Island advertisers, begins operations Jan. 23. Mr. Doughten had been with Lennen & Newell for 16 years.

Ad Clinic #17

(a transparent device to get you to read this Sheraton ad)

by Wes Port

Make your claims believable

HOTEL
RESERVATIONS
IN
4 SECONDS

SHERATON HOTELS

Here's a headline that just goes too far.

Wouldn't "4 minutes" be a little more accurate?

No, sir, "4 seconds" is correct. Sheraton's *RESERVATRON* machine confirms your room anywhere — electronically — in a flash. All you do is phone the nearest Sheraton Hotel or reservation office. To show us how well this ad pulls, we'd like you to send for free, 104-page booklet on Sheraton's 54 hotels. Write: **Sheraton Corp., Ad Age Ad #17, 470 Atlantic Ave., Boston, Massachusetts.**

Soup R Cal Launches Co-op Ad Campaign in 'Chicago Tribune'

PHILADELPHIA, Jan. 19—A cooperative ad program, starting with ads in the *Chicago Tribune*, has been launched for Soup R Cal, a low calorie hot soup powder, by Hance Bros. & White Co.

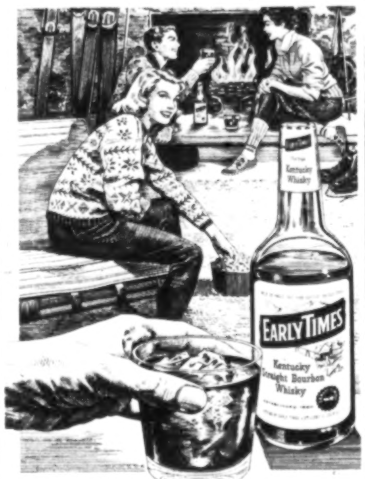
Cooperative pages with the Walgreen drug chain are running on consecutive Fridays through January in the *Chicago Tribune*, Mort Firsten, sales manager of Hance Bros., said.

In Chicago, C. O. Elson, the Walgreen drug buyer, said that one page and several smaller ads have been run so far this month. A few more small-space insertions are planned this month, he said. Walgreen has no ad plans beyond January, he said. The drug chain places its ads direct.

■ Other cooperative ads with drug chains and independents are set for Philadelphia and Los Angeles in the very near future, Mr. Firsten said. Those in Los Angeles probably will be in connection with the product's introduction there, but distribution of the five-flavor diet soup along the East Coast and across the South and Midwest has already been achieved, according to Mr. Firsten.

Soup R Cal is being sold through independents in Philadelphia.

■ Hance Bros., established here in 1855 and marketer of Frog-in-Your-Throat?, has had a conventional low calorie product, Hanacal, on the market for some time, but began distribution of Soup R Cal only last November. It is available in five varieties, cream of vegetable, cream of chicken, split pea, cream of tomato, and vegetable. Each $1.15 can of soup powder, which is mixed with water and heated, provides four 225-calorie servings. #



Enjoy the true old-style Kentucky Bourbon...always smoother because it's slow-distilled **EARLY TIMES**

KENTUCKY STRAIGHT BOURBON WHISKY • 86 PROOF
EARLY TIMES DISTILLERY COMPANY LOUISVILLE KY

WINTER CAMPAIGN—*The "interrupting hand" is featured again in the winter campaign for Early Times bourbon. The campaign, which kicked off in January, calls for insertions in more than 200 newspapers and in magazines. Erwin Wasey, Ruthrauff & Ryan, New York, is the agency.*

Kelleher Gets P.O. Info Post

James F. Kelleher, public relations executive, has been appointed director of information for the Post Office Department. He succeeds L. Rohe Walter, who has been special assistant to outgoing Postmaster General Arthur Summerfield. Mr. Kelleher has been with Linder-Kelleher & Co., South Bend public relations company, since 1953. For many years he has helped state, district and local Democratic candidates with tv problems during political campaigns. He resigned from the company effective Jan. 9. Mr. Walter told ADVERTISING AGE he has three proposals in mind, all in the public relations field, but that he has not made a decision on his future activities.

McCutcheon Changes Name

Dale McCutcheon & Co., Chicago publishers' representative, has changed its name to McCutcheon & Cutler. Thomas G. Cutler joined the company in November, 1959, as a partner. He was formerly on the Chicago sales staff of *Look* and *House & Garden*.

To National Advertisers

Which of New York's seven dailies is first in Used Car advertising and second in all Automotive advertising? The Mirror.
In three years The Mirror gained 10,000 readers among New Yorkers owning high-priced cars such as Cadillacs, Lincolns and Imperials. Get the cream of the mass market.

Make The Mirror a MUST!

Otto Reorganizes in N. Y., Mexico

(Continued from Page 3)

the Mexican advertising industry, resigned as manager and was replaced by Raul A. Ruiz, who has been vp and assistant manager of the agency for the past several years. He is a veteran of the Colgate - Palmolive advertising department.

Raul A. Ruiz

Mr. Ruiz will share top executive duties with Sergio Velazquez, who has been comptroller and office manager since the founding of the branch. Mr. Carral, a former president of the Assn. of Mexican Advertising Agencies, has joined Montezuma Brewery as marketing manager.

Otto's Mexico City office currently handles 12 accounts, with annual billings close to $1,000,000. Miles likewise is the major account here.

■ Back in New York, Mr. Otto has also been reorganizing. Several years ago Mr. Otto, who is president, chairman and owner of the agency, decided to take a back seat and brought in Robert A. Grant to run day-to-day operations. Mr. Grant left at the end of 1959 to join Lennen & Newell, and Mr. Otto then brought in Mr. McCullough as general manager. Mr. McCullough has now left, and Mr. Otto said he will now take over the running of the agency again.

Otto has lost three major accounts in the past year—Remington Rand, Corn Products and Northam Warren. The gap has been filled only slightly by the acquisition of overseas local advertising for Carrier Corp.

Otto has been known as the largest of the export-only agencies. Its entire business is in the international field. It billed $6,000,000 in 1959.

Mr. Otto said today that his three other branch offices—in Puerto Rico, London and Argentina—are all doing well. He said that the Buenos Aires shop now has a staff of 65 and has risen to be one of the top three agencies in Argentina. "It's also making money now," he added, "and we have never been able to make money in Argentina."

Seagram Schedules 7 Crown Campaign in Magazines, Dailies

NEW YORK, Jan. 19—The House of Seagram will give its 7 Crown whisky a hefty push in February, with four-color spreads and pages kicking off in the Feb. 13 issue of *Life*.

The spreads are scheduled for *Look* Feb. 14, the February *American Legion*, and March issues of *Argosy*, *Elks*, *Field & Stream*, *Sports Afield*, and *V.F.W.*

Other ads, some in two colors, also are scheduled for more than 600 newspapers in 540 markets.

Magazine ads feature four-panel illustrations showing seven popular drinks made with 7 Crown, "iced or warmed, sweetened or soured, shortened or lengthened, or all alone."

Warwick & Legler is the agency. #

'Houston Post' Names Two

The *Houston Post* named Edward A. Linsmier assistant promotion manager and W. C. Buhler assistant state advertising manager. Both have been on the newspaper's advertising staff for two years.

In NASHVILLE You Sell the Negro only if you Buy WVOL . . . Rounsaville Radio

In expanding Nashville 124,000 Negroes spend $82,400,000.00 annually on consumer goods. Metropolitan Nashville is 31.4% Negro. It's definitely a big spending market! And you reach them only with Rounsaville Radio's WVOL—only all Negro-Programmed station in Nashville. Top rated by both Pulse and Hooper (as are *all* Rounsaville Stations!) Call or write today for the full story on WVOL, and the entire Rounsaville Chain. Represented nationally by John E. Pearson, in the Southeast by Dora-Clayton.

Rounsaville Radio reaches 1,433,915 Negroes in six major markets with $824,000,000.00 annual spendable income. A proper part of your budget must go to Rounsaville Radio or you miss this growing market. Rounsaville Radio speaks with believability, programming exclusively to the Negro with Negro talent and personalities. No one does a better job of reaching the Negro than we do at Rounsaville Radio.

HAROLD F. WALKER—V.P. & Nat'l Sales Mgr.

Sell the Negro in These Six Big Markets . . . With Rounsaville Radio

buy one or all—discounts with two or more!

WCIN—CINCINNATI. 5000 watts. Reaches 170,000 Negroes, who spend $140,528,670 annually

WLOU—LOUISVILLE. 5000 watts. Reaches 158,000 Negroes, who spend $127,405,400 annually

WVOL—NASHVILLE. 5000 watts. Reaches 124,000 Negroes who spend $82,400,000 annually

WYLD—NEW ORLEANS. 1000 watts. Reaches 294,700 Negroes, who spend $218,483,000 annually

WTMP—TAMPA-ST. PETERSBURG. Reaches 129,000 Negroes, who spend $66,180,620 annually

KRZY—DALLAS-FT. WORTH. 500 watts. 730 on the dial. Reaches over 350,000 Negroes who spend 80% of income on consumer goods

FIRST U.S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN 6 BIG MARKETS

ROUNSAVILLE RR RADIO

ROUNSAVILLE RADIO STATIONS

3220 PEACHTREE RD., N.E. • ATLANTA 5, GEORGIA

ROBERT W. ROUNSAVILLE
Owner-President

HAROLD F. WALKER
V.P. & Nat'l Sales Mgr.

JOHN E. PEARSON CO.
Nat'l. Rep.

DORA-CLAYTON
Southeastern Rep.

reach

Catch your best customers in the big ponds—and in the smaller ponds, too. Reach the biggest weekly magazine audience coast to coast. Or reach any or all of seven marketing areas in LIFE's regional editions.

ADVERTISED IN
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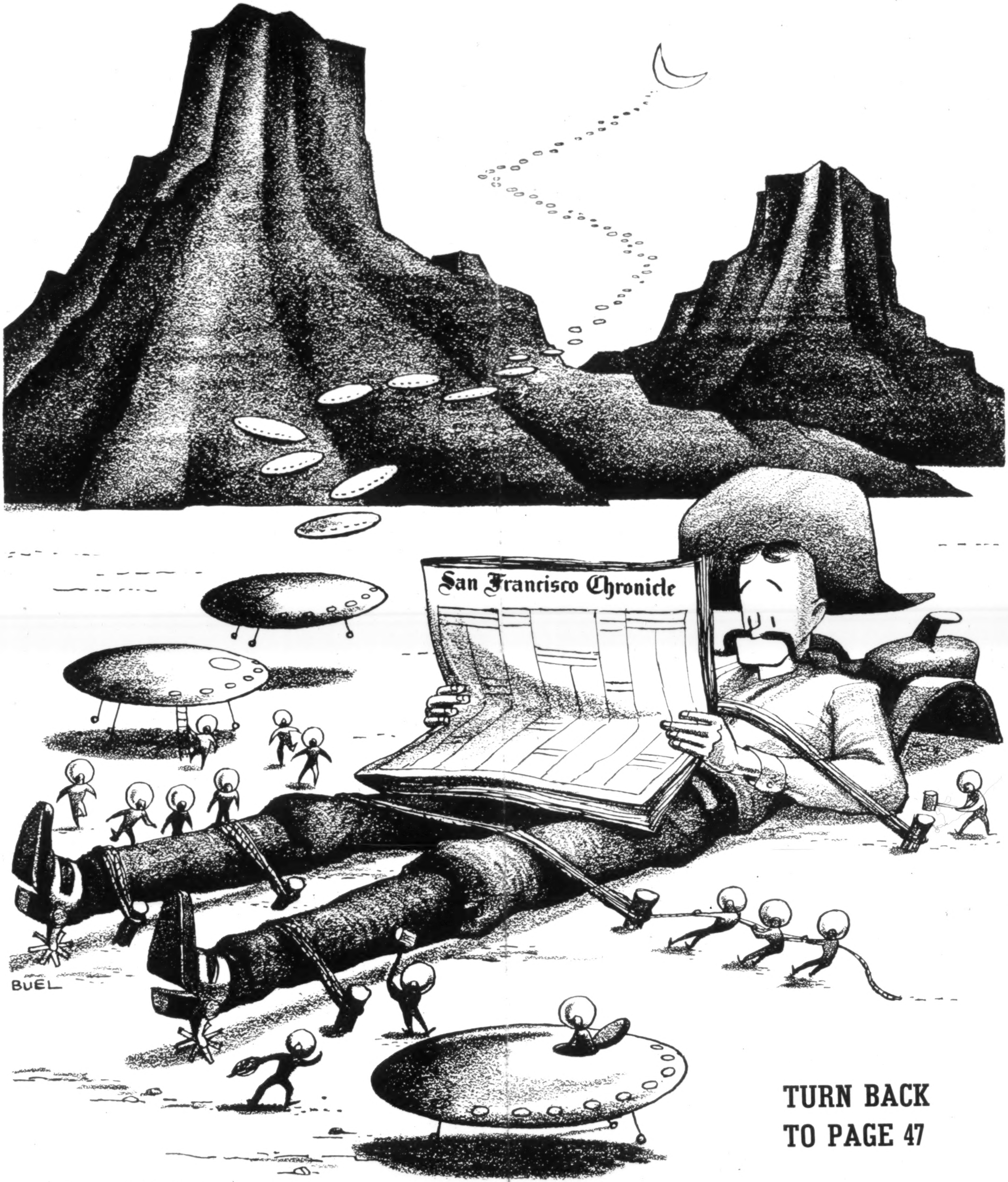
IT PAYS TO SELL WITH "ADVERTISED IN LIFE"

THE CHRONICLE MEANS THE WEST


San Francisco Chronicle
BUEL

TURN BACK
TO PAGE 47

Represented by Sawyer Ferguson Walker